DOMINIC MANN

THINK AND GET LAID

THE 11 KEYS TO UNLOCKING FEMALE ATTRACTION

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By Dominic Mann

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INTRODUCTION

The last several decades has seen society's socialization process slowly but surely lead to increasingly emasculated men.

This trend has seen growing numbers of men find themselves more and more frustrated at their inability to succeed with women in the way they would like to.

These men are almost always doing what they believe to be all of the right things. They interact with women in a way that society has told them they should. They act in a way that society has told them women will find attractive.

They think they do everything right.

But… it doesn't work for them.

They then attribute their unsatisfactory love life to their lack of material wealth or physical attractiveness.

They bemoan the apparent inability of women to realise what a great guy they are.

They find themselves in deep confusion when attractive women end up with seemingly narcissistic self-serving douchebags and jerks.

Everything that these men have come to believe about women has repeatedly been shown to not be the case, but these men nonetheless charge on unchanged simply because they know no alternative.

For most men, all they have ever known about women has been flat out incorrect, and the failure of society to correct these false societal notions has lead

only to the continued dissatisfaction most men have with their ability to interact with, and bed, women.

The purpose of this book is to provide a source from which men can discover the truths of attraction in women. This book dives right to the bedrock in examining the basic components of *instinctive* attraction in women.

The use of the word *instinctive* is deliberate. The psychology of female attraction has evolved to fulfil radically different evolutionary needs, the result being that women have distinct attraction triggers.

The vast majority of men are ignorant of this fact. This ignorance leads to the false assumption that women have the same attraction triggers as men, that being beauty. Men thus arrive at the incorrect conclusion that if they are not physically attractive or materially well endowed, there is nothing they can do. They assume they are unalterably unattractive and have no choice but to settle for mediocrity.

Nevertheless, as with most things in life, success comes only when one pursues the road less traveled and does the opposite of the masses.

In the case of a woman's attraction, it is the irrefutable truth that the masculine traits, characteristics and qualities required to fulfil subconscious evolutionary needs are the basis of female attraction.

A man able to flip these attraction switches is to women like a woman with perfect tits and a gorgeously sculpted ass is to men, while the lacking of these qualities is like having the worst breath and missing teeth.

Women do not care nearly as much about physical attractiveness in men as men do in women. For women, it is not what you look like, but how you make her *feel* that creates attraction.

Most men, not understanding this, resign themselves to the idea that they will never be attractive to women, without ever realising that women come pre-wired with an entire internal template of what comprises a desirable mate. A set of emotional triggers responsible for creating feelings of attraction that compel a woman to want to be with a man.

Unfortunately, most men have no clue this mechanism exists, let alone how to trigger it.

So what do most guys do instead? They waste time with traditional ‘nice guy’ things like buying gifts, giving women constant compliments and calling them all the time. What they find is that these have the exact opposite of the desired effect and drive women away.

Women instead feel the first spark of attraction for very different reasons to men. While men generally prioritize looks, women focus more on intangible qualities. Most of the male population has a set of false ideas of what they think attract women. The aim of this book is to show you the things that actually *do* attract women.

Fortunately, seduction is quite a simple and straightforward process. Despite this fact, seduction is nonetheless one of the most misunderstood topics in the world, making it one of the most frustrating areas in almost all males’ lives. The fact that almost all males are terrible at attracting women can be attributed to bad socialization.

Combating bad socialization, this book will instead verse you in not just what women desire and find attractive in men, but also in how to interact with women, create attraction through conversation, body language, and general behaviour, and the mindset with which to deal with women in a way that will make them find you even more attractive.

This book touches on the core essence of female attraction and then branches out into the specifics, including tactics, strategies and scenarios.

However, this book is not about changing you into someone you are not. Rather, this book seeks to awaken within you your true, irresistible, masculine essence that has been suppressed by the flawed socialization process.

Do not seek to become someone else, but rather seek to become that which is unabashedly and truly you.

The mistake men make is to become but a shell of themselves, hiding and being ashamed of who they are, seeking only to serve the interests of others. In other words, ‘nice guys,’ whose purpose is to seek the approval of others and

make others happy.

Women are *not* attracted to this because these behaviors do not fulfil their evolutionary desires.

While this book will not turn you into someone else, simply reading this book, on the other hand, will not lead to automatic success with women, as much as I wish it could.

If you are seeking an instant fix, this is not the book for you. In fact, it can almost be guaranteed that no book is, and any that promise otherwise are certainly misleading.

If you are prepared to fully digest and apply the verities explored in this book, then read on right ahead and begin the path to success with women.

Whether you seek an amazing, beautiful girlfriend, an impressive string of one-night stands, or anything inbetween, the information in this book will prove invaluable.

PART I: TRAITS

1. MASCULINITY

Beautiful, feminine women desire a strong, masculine man. They are attracted to what some might call a ‘real’ man. They want a man who can protect them and make them feel safe and secure, someone who is more dominant than her, and less vulnerable.

Feminine women want a confident man who does not feel intimidated by, inadequate, or unworthy of any woman regardless of how intelligent or beautiful she is. Because women are feminine, they want a man who is strong, dominant, and a leader who physically leads her by taking her hand, initiating a kiss, taking her clothes off, and so on.

Masculinity and femininity refer to sets of opposing traits that make males and females attractive and attracted to each other.

Similar to magnets, the very fact that masculinity and femininity are opposites means they attract each other. The polarity created by these opposing traits create a dynamic that results in attraction. In other words, the more masculine a man, the more attractive he is to women, and the more feminine a woman, the more attractive she is to men.

So let’s delve in and learn about the differences between, and the dynamics of, masculinity and femininity, as well as the importance of making the most of these differences to create maximum attraction.

The Differences

Masculinity and femininity simply show how much of a ‘man’ or ‘woman’ someone is. There are certain traits and behaviours exclusively associated with each.

For example, you will often hear boys tell each other “stop crying like a girl!” or girls demanding that a another girl “stop being so bossy!” While men and women shouldn’t necessarily refuse to be emotional or take on leadership roles respectively, it is undeniable that such traits are accepted, expected, and sometimes even encouraged in their respective gender. Society views it as perfectly normal for women to be emotional, and encourages men to take charge and be leaders, while simultaneously frowning upon the opposite sex engaging in each other's characteristics.

While society is evolving on this front in some respects, for the purpose of this book, I am going to ignore that. If you, as a man, are trying to attract women, it is a simple fact that it is best not to be overly emotional. At the same time, if a woman were trying to be attractive to men, being as unemotional as a rock is not going to be of any benefit. Instead, relaxing, being feminine, and allowing herself to show emotion, whether that be happiness and joy, or a little anxiousness, would be much more attractive.

Similarly, if a man wants to attract women, it is important that he take charge and lead his interactions with women At the same time, men would generally feel emasculated and turned off if a woman were to do the same and come across as too dominant and masculine.

So, whenever we say that a person is masculine, what this means is that that person is displaying manly characteristics, and when we say they are feminine, it means they have a lot of feminine characteristics.

Masculinity attracts femininity, and the feminine attracts the masculine. This means that as a man, the more masculine traits you display, the more attractive feminine women will find you.

This also means that the more feminine a woman is, the more attractive you will find her. For example, you would almost certainly find a soft-spoken, caring, youthful and submissive woman much more appealing and attractive than a muscled, tough, dominant, loud, deep voiced, and slightly aggressive female.

Opposites Attract

So, females are strongly attracted to very masculine men and males strongly attracted to very feminine women.

Why?

It all has to do with reproduction potential and genetic value.

In order to fully understand this, it is necessary to consider how humans have evolved and what traits in males and females would lead to the best chance of healthy offspring with the best chance of survival.

Women have to spend nine months growing another human being inside their body, nine months during which they have to remain healthy and avoid any risks.

For this reason, women are attracted to confident, strong, dominant men who they feel can protect them as well as their subsequent offspring. Women have an evolutionary need to feel secure.

Because the vast majority of men do not consider this, they latch onto the false idea that a woman's attraction for a man is based solely on his appearance.

Why?

Because this is how men's attraction for women is based, and so most men assume the that reverse is also true.

So let's say that again: it is how you make a woman *feel* that attracts her. Most men falsely assume that because they're attraction is based on a woman's appearance, women too, must use the same metrics for attraction.

Women, however, actually care more about how men make them *feel* rather than what they look like. Mating with a strong, dominant man who makes her feel instinctively secure increases the likelihood that her offspring will survive.

So why are men naturally attracted to a woman's appearance?

A woman's physical appearance is the best way to assess her genetic value and childbearing ability. Men are attracted to youth, breasts, hips,

symmetry, clear skin and hair, and all other signs of health and fertility. Mating with a woman who is physically attractive, or in other words, healthy and fertile, increases the likelihood that a man's offspring will be born and survive.

Understanding attraction on a biological and evolutionary basis begins to make clear what men and women find attractive in each other, and why. It also makes clear what defines masculinity and femininity.

Masculinity is attractive to females, as it includes traits such as strength, dominance, leadership and so on, all of which are characteristics that would give a woman the best chance of successfully bearing and raising healthy offspring in nature.

Femininity, on the other hand, is attractive to men as attributes such as youth, health and other signs of fertility and childbearing ability are indicative of her being able to successfully produce healthy offspring. Anything that turns you on as a man, and is considered 'beautiful' in women, is a sign of reproductive potential. Things such as large eyes, big breasts, waist, clear skin, lack of hair below eyebrows, narrow frame, *etc.*

It is clear from this thought experiment that it is how a woman *feels* in a man's presence that determines her attraction for him. The feelings that trigger a woman's attraction are those that are felt when in the presence of a man with masculine traits and characteristics.

Strong, dominant, confident men are attractive as they are most likely able to protect her and her offspring, ensuring her survival during pregnancy, and that of her children postpartum. This is, in essence, what it means to be masculine. A woman bases her attraction for you on how you make her *feel*.

Do pushover 'nice guys' inspire these feelings of attraction in women?

No.

If lucky, *might* 'nice guys' be able to make a woman feel somewhat happy and comfortable with all of their excessive gifts and compliments?

Maybe, but that doesn't matter, because those feelings won't trigger attraction anyway.

Do ‘nice guys’ fulfil a woman’s evolutionary desire for a powerful, masculine man to make her feel safe and secure?

No. Women get the impression (whether their impression is correct is irrelevant) that ‘nice guys’ would fall apart at the first sign of struggle.

To further make this point, consider the following.

Once a female is impregnated by a male, she no longer needs his body. She is pregnant, and that is it.

Men, however, continue to rely on a woman’s body to grow and birth the resulting offspring. For this reason, men are primarily attracted to the physical. Health, youth, beauty, and so on.

Due to the differentiating implications childbirth has for women, they are attracted to different traits. What increases a woman’s chance of successful reproduction is not purely physical (men don’t grow children inside of them, after all), but rather a male’s behavior while she is pregnant.

For these reasons, it is not uncommon for women to be with older men. At the same time, men do not desire mating with older women. There is absolutely no benefit in impregnating an older lady, only potential risk to his offspring.

These differences further demonstrate that a woman’s attraction is determined by feelings of safety and security arising from a man's masculine traits and behavior.

Attracting Women by Being Masculine

Now that you know why women are attracted to masculine behaviour, let’s look at how to be a more masculine man. As you know, femininity and masculinity are opposites, and so a good starting point to becoming masculine is to behave the complete opposite of how feminine women behave. The best way to do this is to eliminate any feminine behaviours or characteristics you might have.

Due to society becoming increasingly androgynous in recent years, societal pressure has lead many men to adopt feminine traits. The most common

manifestations of this include being increasingly timid, submissive, anxious, indecisive and lacking confidence.

Women find this unattractive, as is evident by the increasingly hard time men are having attracting women in modern society, and so it is important you cease these feminine behaviours and revive your true masculine essence. This means dropping behaviours such as being indirect, scared, intimidated, shameful, nervous, anxious, physically weak, emotional, irresponsible, and so on.

The embodiment of these feminine, unattractive characteristics around women will only tell their subconscious that you are not a man she can rely on, and that you are hence unattractive.

Bad socialization takes time to undo. However, as you replace negative feminine habits with your true masculine essence, you will become more and more attractive. It will take time and practice to reaccustom yourself with your true masculine qualities, however the results you achieve with women as a consequence will be absolutely worth the effort.

For instance, you might initially find it absolutely nerve wracking to be direct with a woman, approaching her head-on with strong, confident eye contact while telling her that you want to get to know her better because you think she's sexy. However, what you get out of doing that is worth so much more than the temporary nervousness.

With regards to rejection, that is just part of life. There is always a chance that you will be rejected, and there are circumstances beyond your control. For example, she might already have a boyfriend or simply be feeling unwell. Rejection is nothing to fear, and if you approach women confidently leading with your honest intentions, women will respect you a great deal more than they would other wussy guys, and as a result, will generally be nice about it.

Start embodying masculine traits by being direct with women, approaching with a smile without breaking eye contact or being scared, intimidated, anxious or nervous, and women will find you more and more attractive.

Make Her Feel Feminine

One of the main (although most certainly not the only) reasons for the attraction created within a woman by a man of true confidence is the basic sexual dynamics between man and woman -- the polarity of masculinity and femininity. The very meaning of the word ‘polarity’ connotes magnetic and electric attraction due to contradictory tendencies, a fact that illustrates how this basic sexual dynamic is responsible for the instinctive allure of the opposite sex to each other.

It is this polarity that makes masculine men attracted to feminine women, and feminine women attracted to masculine men. This polarity is also why so-called ‘wussy nice guys’ or ‘wimps’ fail so terribly with women and why men generally have a strong distaste of relationships in which they find themselves emasculated. For the same reason that you most likely fail to be aroused by ‘rough’ or ‘manly’ women, women fail to be aroused by submissive, wimpy men.

This polarity exists within all sexual relationships, and if it is lacking, the relationship will almost certainly fail (or at the very least, be rather unexciting and dull). In some relationships, the female take on the masculine role and the male the feminine role. Same sex relationships also have these same dynamics. It is this polarity that creates attraction, and without it, the attraction dies. This is the case with *all* sexual relationships.

So what does this mean for you? In simple terms, it means you have to be a strong, masculine man. As the man, you must lead the relationship in everything from approaching the woman, arranging dates, making decisions, and physically escalating. The responsibility is on you, especially in the initial stages of the relationship. Be manly.

In the same way that a man feels on top of the world when strong and manly, women feel super sexy when they are allowed to be feminine. It is for this reason that women love being around strong, confident men who know what they are doing and take charge, because they can relax and immerse themselves in their intrinsic feminine nature.

Allow women to feel feminine by fulfilling the masculine role in your interactions and relationships with women.

2. CONFIDENCE

Women are turned off by guys who come across as being insecure and needy. This is yet another reason why so-called ‘nice guys’ fail to attract women, because their total lack of confidence makes women uncomfortable around them.

Women (and people in general) look to others for cues on how they should think of and respond to you. When interacting with women, the person they look to is you.

This means that if you are visibly nervous, fidgety and unsure of yourself, women will respond accordingly. After all, women subconsciously conclude that if even you yourself do not think you are of any value and are not even confident in yourself, why should anyone else be? Obviously you know something about yourself that others don’t. As a result, if you don’t have confidence in yourself (or at least appear to), neither will anybody else, women in particular.

Men who have confidence in themselves are not needy and have no need to try impress anybody. A man who has confidence in himself will inspire women to have equal confidence in him.

Men with confidence in themselves inspire women to place their confidence in them too. Women are drawn to men who are confident in themselves. If you believe and act as if you are adequate and worthy of a woman’s attention, she will subconsciously assume that you are.

On the same token, a man who holds himself in low regard will inspire women to have an equally low opinion on him. If a man feels that he is

unworthy of a woman, she will generally reflect that feeling right back at him and feel that he is indeed unworthy of her.

The exact same person in the exact same situation, will see his results with women change in direct proportion to his confidence.

Women can sense when a man is trying to impress her, and they subconsciously come to the conclusion that if a man feels he is not good enough to get her without blurting out his achievements in the hopes of attracting her, then he truly mustn't be good enough for her. After all, if even he does not think that he is good enough for her, why should she?

A man who is confident feels no need to impress the women he interacts with. Rather than blurting out achievements and showing off his job or car or achievements, he instead leaves them to dig and ask lots of questions in order to find out anything about him. In fact, this man is more interested in finding out about *her* in order to see if she is good enough for *him* (more on this later).

So, when women find out a little bit about this confident man, they think "Wow! How much else is there that he isn't telling me?" Women assume that he must truly be an impressive man (and most certainly 'good enough' for her) if he doesn't even feel the need to try and impress her.

It is all about what your actions are *sub-communicating*, far more so than what you actually say.

Women (and people in general) subconsciously assume that confidence is reflective of your value, and as such, treat confidence as an indicator of strength, intelligence, good looks and charisma. Women are hard-wired to find confidence attractive, and confidence is what they notice first, because typically, confidence is an indicator of almost every other trait that women find attractive.

Women do not feel any attraction for men who seem insecure. You cannot expect women to feel any attraction for you if you are unable to even talk to them without becoming a nervous wreck.

One of the most basic needs women have is the need to feel secure, and as a result, women desire men who can make them feel as such. Therefore, if you lack confidence around women and give off symptoms of insecurity (by, for

example, being needy and clingy), women will feel uneasy and uncomfortable around you. Not a good way to go about getting girls.

Women want you to be powerful, confident and secure with yourself, and if they sense that you do not possess these qualities, they will quickly lose attraction for you.

Keeping this in mind, to fulfil a woman's desire to feel safe and secure, and show her that you can ensure such conditions for her if she were to be with you, you have to talk to her from a place of power, status and *slight* superiority. Women are attracted to men who they feel are higher than them on the social ladder.

Women typically want a man who is more confident than them, someone who they can look up to and who is more powerful (mentally, emotionally, physically, socially, status-wise, etc.).

Confidence, even just the appearance of confidence, makes seducing women an infinitely easier and more enjoyable process. Always focus on ensuring that you are projecting confidence, in any and all situations, especially those involving women. Practice building confidence in all aspects of your life, not just with women.

Fake It 'Til You Make It

Confidence is the result of being successful in an endeavour, in this case, women.

The dictionary definition of confidence is "the quality of being certain of your abilities" or "being sure of oneself; having no uncertainty about one's own abilities".

These definitions, however, are not actually what true confidence is, for if that were to actually be what confidence is, then all confident men would always be absolutely certain and have no uncertainties.

That, however, is simply not the case.

Even the most confident men have uncertainties, for nothing in life is

always predictable. In addition, it is not necessary to have complete and utter confidence to attract women. Rather it is simply the *appearance* of certainty.

If the world's most confident man were to give the appearance of being meek, timid, nervous, uncertain and unsure of himself, women would not find him attractive.

On the other hand, you could have a man who is unbelievably nervous, but if he is able to give the outward appearance of being bold, confident and sure of himself, women will find him many times more impressive and attractive.

As we talked about earlier, it is how you make women *feel* that matters most.

In the examples above, the man who was actually confident, but acted otherwise, would have made women feel uncomfortable. Women would have also felt that he would not be able to ensure her safety or security (or that of her offspring).

On the other hand, the man who was actually really, really nervous about approaching women, but was nonetheless able to give off the outward appearance of being calm, relaxed and confident, would have made women feel much more comfortable, safe, secure, and attracted to him.

Nobody can be absolutely certain of their future success, not even the most successful or confident people. So rather than attempting to gain confidence by attempting to make ourselves believe we are invincible, we have to accept the unpredictabilities and uncertainties we face, yet choose to proceed nonetheless. That is how to appear confident. And as shown before, it is only the appearance that matters when attracting women.

As you interact with women and gain experience, you will eventually naturally build up confidence. But when starting out, you will be able to be attractive to women by simply appearing confident.

Therefore, confidence is not simply having the ability of being certain, but rather, **confidence is the appearance of being certain <u>by allowing uncertainty</u>**. Allowing ‘uncertainty’ could be anything from approaching a woman, asking her out, or risking rejecting.

Until you reach the point where you are naturally confident, simply giving off the appearance of confidence is what is most important.

You fake it ‘til you make it.

You can appear confident by not shying away from uncertainty, and by exposing yourself to uncertainty, you gain the experience necessary to build natural confidence. You are, in essence, faking it ‘til you make it.

In the future, when you spot a beautiful girl, overcome nervousness and lack of confidence by accepting the uncertainty involved and approaching her nonetheless. You appear confident because you accept the uncertainty involved in approaching her.

Then as you begin approaching more and more women over time and gain more experience, you will begin gaining confidence and you will be able to handle increasing amounts of uncertainty.

You will have faked it ‘til you became it.

Make Yourself Vulnerable

This isn’t making yourself vulnerable in the feminine sense of the word. This means making yourself vulnerable by putting yourself in situations of uncertainty, such as talking to beautiful women. It means being courageous.

We’ve discussed masculinity and the importance of using your masculinity to create polarity, and thus attraction, and to let women feel feminine.

In addition to this, the masculine role is also the driving force of an interaction is responsible for physical escalation. The vast majority of women will not do that for you. This means making yourself ‘vulnerable’ and putting yourself in situations where you are ‘vulnerable’. Because you are the masculine man and are subsequently less vulnerable (historically), you can afford to put yourself out there in situations where you make yourself more vulnerable.

A man who is comfortable with being vulnerable shows confidence, and

when you mix desire with confidence, it is incredibly attractive. On the other hand, women find it equally *unattractive* when desire is shown without confidence, but instead with neediness.

Does this make any sense though? How can you show desire without coming across as needy or desperate? Doesn't showing interest in a woman you want to be with automatically come across as being highly invested, and thus unattractive?

Well, no. Once again, it is what your actions sub-communicate that counts, and women are unusually good at picking up on this.

When you go up and approach a woman and express interest with confidence (without being creepy or needy), what you are sub-communicating is that you are totally okay with the idea of her rejecting you. If you weren't, you wouldn't have approached her directly.

She can tell that if you were not comfortable with the possibility of rejection, you would not have been so direct and honest in your approach. Instead you probably would have attempted to hide your interest, like most men do.

By being completely honest and direct about your intentions, you make yourself vulnerable and thus sub-communicate complete confidence, which is attractive.

It is not *what* you say that matters, but *why* you say it that actually counts. Your intention with women and the implications of *why* you say something is far more powerful than what you actually say.

The second part to showing more vulnerability is polarizing responses. By putting yourself out there and making yourself vulnerable, you create polarity, and the more bold your action, the more polarized the responses you get will be.

If you were to approach women directly and be upfront with your intentions, you are going to get a much more polarized response than if you simply ask them for the time. By asking for the time, you are almost never going to get outright rejected, but by, for example, asking a cute girl on a date, you are

going to polarize the responses to a much greater extent. You will either get eager an ‘yes’ or not-so-eager ‘no’.

The confidence sub-communicated by bold actions and unhidden intentions is attractive to women. It is not what you actually say that matters so much as why you say it.

She Desires to Be Desired

As discussed before, by simply approaching a beautiful woman directly, you show great confidence, and truly express courage. Women love it when men come up and approach them directly. This not only shows confidence, which women find highly attractive, but it feeds into their psychological desire to be desired.

We just discussed about making yourself vulnerable and being honest and direct with women, and how it is attractive because it sub-communicates confidence.

However, another reason that this turns women on is because it shows desire for her, which women find highly arousing. Women desire to be desired, and when a truly confident man comes up and shows interest, it triggers her arousal.

This is why seemingly unrelated events such as a rape fantasies or romantic marriage proposals turn women on so much. Both situations show a man’s extreme desire for her, and women find that incredibly arousing.

So what can you learn from this? The more physically assertive you are when you pursue women, the more aroused they become -- sometimes even if she was not initially interested in you. By being pursuing her in an aggressive and bold manner, you turn her on to the point where she comes around and wants to get to know you.

Women find it arousing when a man shows desire for her.

Unfortunately, the vast majority of men lack the courage to do such a thing. Society’s socialization process has raised men to believe that they are not worthy of beautiful women, and subsequently, men feel and act inadequate

around them.

Bad societal programming is responsible for the existence of wimpy, wussy, unattractive ‘nice guys’ who try to make up for their perceived inadequacy by trying to impress a woman (which does not work, as we discussed earlier).

Men try to make up for their perceived inadequacy by spending lots of money on women, taking them on countless extravagant dates, or simply giving everything with a skirt free drinks and trying to show off by doing magic tricks.

Women can sense that you all of this is done to compensate for feelings of unworthiness. Men who feel they are inadequate give women *way* too much attention, are needy, and are constantly seeking validation. Most women do not want to be put on a pedestal, yet ‘nice guys’ repeatedly do this by acting as though they are not worthy of beautiful women or are inadequate.

Women want a man who they can look up to. A man who is strong and composed. A man who is comfortable and confident with who he is.

To become such a man, you must alter your mindset. Understand that you lack nothing, that you are fine as you are, and that you are not, nor ever will be, inadequate. When you are happy with who you are, others will reflect your feelings. When you love yourself, you allow others to love you too.

The only requisite to approaching an attractive girl is your sexual interest in her, and that you make your interest clear straight away. You don’t need to be a millionaire or have six-pack abs to approach beautiful women. All you need is to actually have an interest in them.

The best (and probably only) way to show confidence and high value is to approach women directly. Men who feel that they are not good enough will always try approach women indirectly and use an excuse. Whether it be asking for the time, directions, or trying to get to her by talking to her friends first, it is all counterproductive and a complete waste of time.

Women are not attracted to men who are so insecure that they are uncomfortable with their desires. Women want confident, masculine men who know what it is that they want and go out and get it in a confident, courageous

manner.

Attempting to ‘get’ or attract women indirectly not only doesn’t work, but is a waste of time, for if you want to take her to bed, you are going to have to eventually state your interest anyway. You might as well just get it out of the way straight away, and in addition, get to enjoy all the benefits of a confident and direct approach (increased attraction, arousal, etc.).

Women do not need to be impressed or ‘earned’ to sleep with you. The only reason that you need to approach a woman is that you desire her. If you want her, then approach her! That is reason enough. Once you start doing this, women will be amazed (and attracted to) your level of confidence.

Women might sometimes even be stunned or pretend to be upset, saying she “can’t believe you just said that,” while smiling nonetheless.

Regardless of how a woman reacts to your approach, do not try to apologize or take back what you said, because that is incongruent with your confident approach and shows women that you aren’t actually confident after all, and that you feel inferior to her, both of which are big turnoffs.

You must stay congruent with your confident behavior regardless of her reaction. You must stay confident, charming and responsible.

There is nothing wrong with approaching women directly.

Be confident and know that, no, there is nothing wrong with talking to women. It is natural!

Women actually crave being approached directly because the vast majority of guys simply do not have the confidence to do something so bold and true to their desires.

Always Err on the Side of Aggression

Erring on the side of aggression links together what we have discussed previously, that is, making yourself vulnerable, and understanding that women desire to be desired.

By making yourself vulnerable, you create polarity and thus polarize

responses. Subsequently, the bolder your action, the more polarized the responses you get will be.

If you're a bit confused and wondering what this means, let's go back to this example: if you approach women and are upfront with your desire and intentions, you are going to get a much more polarized response than if you simply ask them for the time.

The bolder your action, the greater the potential attraction you create. Being bold requires you to make yourself vulnerable, subsequently polarizing responses in the process.

Okay, so we've got that down. By erring on the side of 'aggression' (i.e. bold action), you polarize responses and create more attraction.

However, it is also important to not creep women out by being *too* bold (i.e. inappropriate). That isn't to say that you have to be super restrained with what you do, quite the opposite.

But, if you do do something that is rather unusual -- such as approach her or try to kiss her in a strange location, or ask her out straight after meeting her -- it is important to make clear that you realise what you are doing is out of the ordinary. "You know, I've never done this before…" or "This is kind of random, but…", etc.. Otherwise you risk coming across as socially unaware, weird or awkward.

So, as we have discussed…

The more physical assertiveness you pursue women with, the more aroused you make them.

Bold action (making yourself vulnerable) sub-communicates confidence, a trait that women find highly attractive.

In both cases, the more assertive and bold you are, the more you arouse and attract women.

Therefore, it is clear that you should always err on the side of 'aggression' (i.e. bold, assertive action). If ever in doubt, choose the bolder

action, because if you wait around for a safe, not-so-bold chance to make a move, you will create less attraction, or, attraction may even decrease.

Escalating

Due to the feminine nature of women, women will very rarely advance your interaction, especially sexually. It is up to you, the man, to approach her, get her phone number, set up dates, kiss her, take her clothes off, and so on. Women will not do this for you.

As a masculine man, women want you to show confidence and take responsibility, which you do by escalating. Women do not want to have to be forced to fill the masculine role.

Most guys have the false belief that women do not want sex and will be turned off by your advances. These men believe that you have to take a girl out on countless fancy dinner dates before you can finally take her to bed. Most men also simply do not make any effort to escalate the interaction, or take far too long, dating for weeks without even attempting to kiss her. What these men don't know is that if you know what you are doing, you can take a woman home on the first date.

Your job as the man is to always be escalating the interaction.

Be a man. You know what you want out of the interaction, so it is your job to take action to ensure the interaction heads that way. Physically escalate, and keep on escalating all the way to bed.

If she rejects your advances, either pull back a little bit and begin escalating at a slower pace, gradually working your way back up, *or* rest assured that you've stopped yourself from wasting time on a woman who does not even want to be with you anyway.

Let's take a look at an example.

Let's say you have just approached a woman. You've given her a compliment and she has thanked you, what do you do now?

Just stand there waiting for her to do something?

No.

A man who knows what he is doing will simply escalate the situation immediately. He might grab her hand, look at it, and tell her she has lovely nails or soft hands (only if true). He might then take both of her hands and tell her how sexy she is while looking into her eye and how she would make a great new girlfriend despite just meeting her for the first time.

The point is, always be escalating -- physically, verbally and emotionally.

As I mentioned before, you need to gradually escalate, and the best way to do this is by paying close attention to how she is responding. It is important to make sure that you never escalate way too quickly or make giant leaps such as groping her out of the blue.

You need to build up to things.

For example, start by taking her hand and telling her how soft and beautiful it is, and if she responds positively, you could move on to stroke her hair and compliment it, and if that goes well, you can put your hand on her thigh while flirting with her, and then if she responds well, move onto kissing her, and so on.

The idea is to get her comfortable with you before moving on, rather than giving her an unpleasant surprise by attempting to kiss her when you haven't even touched her all night.

By warming her up and gradually escalating, she will feel at ease becoming physically intimate with you.

Similarly, if you were to dump a frog into a boiling pot of water, it would jump straight back out (don't get too critical, it's an analogy!). However, if you put the frog into a pot of cool water, and slowly heated it up, the frog wouldn't realise anything was wrong until it was too late.

The message I want you to take from this (grim) analogy is to slowly 'boil the water'. In other words, gradually escalate. Don't just plop a woman into boiling water by groping or kissing her out of the blue. Work your way up

physically first.

Getting physical with women is discussed in greater depth later on in this book.

Mindset

Rather than learning tips and tricks such as ‘pick up lines’ and ‘routines’ or manipulative ‘techniques’, what you have hopefully gained so far is a good, solid mental foundation with which you can work from.

Often the very ‘techniques’ that so-called ‘PUAs’ (pickup artists) teach aim to imitate this basic foundation.

For example, hitting a woman with a pickup line aims to show her that you are confident enough to approach her directly. ‘Negging’ her is supposed to show that you are not going to put her up on a pedestal and worship her, but instead that you come from a place of confidence and slight superiority.

The problem with all of this, however, is that most men who try to learn these techniques use them without actually knowing why they work. As a result, once they have said their pickup line, negged her, or told her a funny story that shows that he is a high value male, they simply don’t know what to do. They get stuck!

What happens most of the time is that these then men revert back to their true selves and women immediately realise it was all a show. The women realise that the initial confidence that the man approached her with is incongruent with who he really is. As a result, everything falls apart.

However, by learning the fundamentals of attraction and the correct mindset from which to operate from (which this book will help you do), you will be able to become the best version of yourself. You will be able to become more confident, and become the man that guys who memorize pickup lines and techniques are imitating and pretending to be.

All pickup lines, strategies and techniques are used because men are coming from feelings of inadequacy and unworthiness, feelings of which are highly unattractive to women.

They feel that they have to put on a show, neg her, impress her with a pickup line, or whatever, in order to be worthy or her.

By learning the basic mindset, not only will you not need to waste time memorizing how to respond to different situations, but you will be truly confident, charming and responsible, rather than imitating said traits, and in the long run, that will lead you to much more success with women.

3. LEADERSHIP

Be Decisive

Most people have been in a situation where they needed to make a decision, whether with a group of friends or in a relationship, but have been indecisive, umming and ahhing about what to do and putting the responsibility on the other person.

We've all been there, even if only for small decisions, such as what to have for dinner, where to eat out at, or what to do on a date, you've probably been in a situation where you have not been able to decide and have just thrown your hands up in the air and said "I don't care," or "whatever you want."

Although your indecisive tendencies may seem insignificant, when it comes to attracting women, decisiveness is essential, at least when it comes to attracting women.

Indecisiveness is unattractive to women, they find it ugly and they are completely turned off by such wimpy, wussy behavior.

As we've discussed, women want to feel feminine. They feel sexy when they are allowed to relax and be feminine in the presence of a strong and decisive man. Women do not want to be forced to make all of the decisions, that is what you as a masculine man should be doing.

Women do not want to have to take on the masculine role and lead you. You should be doing that. Very little else will turn a woman off more than having to lead a wimpy man because he is unable to do so himself.

Women want a leader, a strong, decisive man who can lead them both. Women love men who lead interactions. They want a man who has the ability and confidence to make decisions quickly, assuredly and with conviction.

By taking charge and showing leadership, you fill the masculine role and allow women to be feminine. In addition, leadership also has another sexy quality that women love…

It shows that you can think and act for yourself without caring about what others think. Women find men who could not care less about what others think extremely attractive.

You know what you want, and you go get it. You are confident enough in yourself that you don't concern yourself with the thoughts of others. This attitude is super sexy to women.

However, as with anything, do not take this to the extreme.

Being a leader is not about being domineering or a bully and constantly trying to dominate everyone. It is simply about having the self-confidence to decide and do what is best for you. Have the confidence to make a decision or hold an opinion regardless what of others think.

So, next time you are asked by a woman what you should do, take charge, make a decision, and lead the way. In doing so, you allow her to be feminine, while also displaying great confidence and masculinity -- all of which creates attraction.

Make Your Intentions Clear

In addition, leaders know exactly what it is that they want, are willing to fight for it, and make their intentions clear.

When you are pursuing a woman you desire, your intentions are obviously not friendship, but romance, sex and intimacy.

Despite this, the vast majority of men hide their intentions. This is why so many men get friendzoned, because they are too scared to make their

intentions clear to the women that they want.

Real leaders know what they want, and make their intentions clear. They get fired up and excited about what they want, and as a result so do others.

Think, for example, of Barack Obama campaigning in 2008, giving a speech. Whether or not you like him, it is hard to deny that he could really get a crowd fired up and excited, because he spoke in way that communicated decisiveness and confident intention.

He was excited and passionate about what he was saying. He believed in what he was saying (or at least gave the appearance that he was). Because of this, it was easier for others to buy into the emotion and feel the same passion and excitement as him.

Nobody wants an uncertain and timid leader, and nowhere is this more true than in dating women.

Be Assertive

Being assertive links right into being clear with your intentions around women. Many men are scared of liking women, and even more scared of the idea of a woman finding out that they desire them.

The result of this is that women follow the man's lead and, they too, become scared of you liking them.

However, if you are comfortable with your intentions, and shameless about your masculine desires, women will once again respond accordingly and reflect your attitude. They too will be comfortable with you and your intentions. They will probably even be excited to be desired by such a confident man.

Most men, however, are shameful of their masculine desires, and subsequently try to hide them. They try and approach women indirectly and hide their intentions.

They are terrified of the idea that women might find out that they are… *drum roll*… a *man*! And that they subsequently like beautiful women.

Not only are most men scared of women knowing their desires, but they *also* think that by leading with their intentions they will come across as a douchebag who only wants sex. They think that they will come across as an asshole.

The truth is, by not leading with your intentions, you are being a much bigger asshole. You are being deceitful, misleading and giving her the wrong expectations. You are lying about what it is that you want from your connection. In addition, if she is attracted to you, you only end up frustrating her.

Men end up in a situation where they are secretly longing for more than friendship with a woman, but they are too scared and lack the confidence to express this fact. As a result, the woman thinks of him as a friend, and thinks that he wants to be her friend, without knowing that he really does not actually want to her friend at all. He actually wants to get in her pants! But she does not know this.

Pretending to be someone's friend without actually wanting to be their friend is being a much bigger asshole than simply letting her know from the outset exactly what it is you want.

Many guys argue that they are too afraid to do anything because they do not want to ruin the friendship. This excuse is almost always baseless, though.

In reality, if the woman made clear to these guys that she had absolutely zero romantic interest and only ever wanted them as a friend, these same guys would probably stop spending time with her. They would stop spending all that energy on her, talking to her and hanging out with her all the time.

So what these men are admitting is that they were never actually her friend but rather had ulterior motives the whole time. *That* is being an asshole, and that is not how you build attraction and get women. Rather, you have to be completely honest and upfront with women about your intentions.

This way, if she likes you -- great! She can start returning your interest.

If she doesn't like you -- great! Nobody has wasted any time and you can move on to find someone who actually is attracted to you.

Why Women Find Leadership Attractive

First of all, by being decisive in interactions and taking charge, you allow her feel feminine and sexy, and to be attracted to your masculinity.

Women also *hate* having to fill the masculine role and lead a wussy man who is behaving femininely. There is very little else that women find more unattractive, and there is no faster way to completely turn a woman off. Women are attracted to confident men, and by making decisions and leading interactions, you display confidence, which women love.

Secondly, by being clear with your intentions and what you want, and showing interest in her, you feed into a woman's desire to be desired.

Thirdly, and finally, it is in the nature of women to not flirt first (generally), and the stigma society has placed around women being 'slutty' or 'easy' has only furthered this fact. As a result, you have to take charge of interactions and lead women. You have to show that you are comfortable with your masculine sexuality, that you non-judgemental, and that you enjoy flirting with her. If you do this, she will follow your lead and begin to feel comfortable doing the same.

4. PRESELECTION

One of the biggest attraction triggers for women is *preselection*.

Preselection refers to the fact that women are more attracted to men who other attractive women are attracted to. In other words, if a woman sees an attractive woman (or women) showing signs of interest in you, she will perceive you to be more attractive and feel more attraction for you.

This phenomenon is so powerful that it does not matter how ugly, or otherwise 'unattractive', you may be.

To prove this point, consider the GoDaddy commercial run during the 2013 Super Bowl. The commercial featured an extraordinarily unattractive, nerdy, fat guy with unfashionable glasses and what appears to be skin problems on his cheeks (Jesse Heiman), kissing a super attractive supermodel and actress (Bar Refaeli).

The result?

The guy from the commercial says that the advertisement has made him into a "sex symbol." While that might sound extreme, he backs up his claim during an interview with CNET saying, "I've actually had guys tweet me that they wish they were me, and girls tweet me saying they wish they were Bar [the model]. I have girls run up to me and take pictures with me, tweet me for dates." He has been barraged with female interest ever since the commercial aired.

This example demonstrates the power of preselection by beautiful women. Being seen making out with a world famous supermodel triggers deeply instinctive attraction in many women. It shows that other attractive women find this man attractive, desirable and safe, and it also shows that he has options.

The fact that the commercial was completely staged does not matter as the sexual instincts that cause attraction evolved long before the advent of modern marketing. To further drive this preselection point home, not only has the male acting as the nerd in that commercial been inundated with interest from women in the general public, but he has also gone on to make out with model and actress Jamie Pressly in a music video and again made out with actress Maria Menounos on yet another occasion.

The GoDaddy commercial is an extreme example, but what occurred afterwards is the result of the phenomenon of preselection. A man seen with beautiful women is more attractive to other women.

You don't have to be making out with a supermodel for preselection to work. Whether you are always around beautiful women, have a relatively hot wing girl or attractive girlfriend, are talking or flirting with a woman who looks like she's having a good time, or have ex-girlfriends coming up to you and saying hi with a smile, preselection will work its magic on you.

In other words, if attractive women can see that you're okay in the presence of hot women and that you are not getting rejected, they will be attracted.

However, you do not always have to be *seen* with women. Just casually or 'accidentally' mentioning other women you've been with through storytelling or photos can have the same effect. I will explore that in more depth later.

There are even many studies showing that women find men in relationships more attractive, and are not as attracted to single men. I will get into these in more detail later on as well.

There is also a downside to preselection…

It works both ways.

In other words, if a man is seen spending time with ugly, unattractive women, other women will see that man as unattractive. They will assume that there is a reason he appears unable to attract prettier women.

While most guys would see nothing wrong with socializing platonically

with not-so-attractive women, other women will subconsciously conclude that beautiful women do not find him attractive or want to hang out with him, and so neither should she.

Preselection communicates options, and if a man has lots of options when it comes to women, it is an indicator that he has desirable traits.

To get a better understanding of this, let's go back and look at the importance of preselection on an evolutionary level.

Preselection may seem odd to us men, but in reality, it is not. For us men, there is very little (if any) risk when we go out and have sex. We could go out and have sex with a not-so-desirable girl, accidently get her pregnant, and it would have no impact on us -- we can just move on to the next woman (in nature, at least).

On the other hand, having sex is traditionally much, much, much riskier for women.

If a woman sleeps with a not-so-great guy and gets pregnant, she is stuck (at least historically). In other words, if you are a man, sex is cheap, if you're a woman, sex can potentially be very pricey and have consequences lasting a lifetime. For this reason, women tend to be more careful about who they have sex with. Women are naturally choosy.

For women, it is important to end up with the right man, and the type of men that they most want to mate with are dominant, alpha, and so on. However, almost all guys try to imitate these types of men, and women know this. So the way they determine who's legit and who isn't is through *preselection*.

Not only does preselection differentiate men who legitimately have the traits women seek from men who are only pretending, but preselection also indicates that other women view this man as worth mating.

Essentially, if other women are attracted to this man, so should she, and because other women are attracted to this man, she does not need to worry about attempting to determine whether or not he is safe, desirable, and so on. Other women have already done this for them!

An example of preselection that you, as a male, could probably relate to is when you are driving through a town that you unfamiliar with looking for somewhere to eat.

You see two restaurants.

At one restaurant, there are plenty of cars out front and it looks pretty busy.

The other restaurant is completely empty and has no cars.

Even though you will have to wait longer to get your meal, you would almost certainly choose the busy restaurant.

Why?

Because it has other peoples stamp of approval, and so it must be better. You assume that the restaurant with no cars and no people in it must have something wrong with it or simply be inferior. It is a much safer bet to go to the busy restaurant that other people seem to like.

People tend to put their trust in things that other people have already approved of.

It is for this reason that countless advertisers brag about their hundreds (or thousands, or millions) of satisfied customers and refer to customer testimonials and reviews when attempting to convince us to purchase something or use their service. These marketers know that we are much more likely to buy into something that others already use and love.

This tendency is extremely evident in the world of dating and attracting women. If you have a girlfriend (or are in any relationship for that matter, especially if you're married) or have a woman on each arm as you walk into the club, women will be far more likely to respond to, and even approach, you.

Studies: The Science Behind Preselection

A 2009 study asked single women to describe their perfect (or ideal) man. Researchers at Oklahoma State University then showed the single women a picture of a man who was their "perfect match" and asked the women if they'd

date him.

Women who were told their perfect match was single said yes 59 percent of the time.

Women who were told that their perfect match had a girlfriend said that they would date him 90 percent of the time.

By simply being told that the guy had a girlfriend, women found the man far more appealing. This same study states that *"women were more interested in pursuing an attached target rather than a single target"* (Parker & Burkley, 2009). In other words, single women were not only most *attracted* to men who were in a relationship, but they more interested in *"pursuing"* them.

Another study done in 2007 showed women an image of three side-by-side photos, each photo showing a person's face. The left and right photos each had a picture of a man's face (both roughly matched looks-wise) looking straight into the camera (like a mugshot), while the middle photo had a picture of an attractive woman facing sideways, so that her picture would appear to be looking at one of the men.

Some of the women involved in the experiment were shown the image with the woman in the middle smiling at one of the men, while others were shown the image with the woman showing no emotion.

When asked to rate the attractiveness of the men in the photos, the majority of women preferred the man who was smiled at.

The researcher leading the project said: "We found that a woman smiling at a guy increased another woman's preference for him, even if she had no preference for either at first. It is really the first time that a phenomenon called social learning -- where we learn by what other people think or do -- has been shown to influence attractiveness. You tend to think about attractiveness being a decision of personal taste but this shows that people are influenced to a great extent by what others think of individuals as opposed to what they think about them themselves."

Yet another study, this time by psychologists Sarah E. Hill and David M. Buss, supports preselection. The 2008 study found that "women rated men more

desirable when shown surrounded by women than when shown alone or with other men (a desirability enhancement effect)."

There is also evidence to support the notion that men who wear wedding rings get hit on more by women, and are perceived to be more attractive.

In fact, this wedding ring concept is so effective that there are even some pickup artists and seducers who have worn fake wedding rings and reported increased interest from women.

This corroborates the studies described above which came to the conclusions that women are more interested in pursuing men who are either in relationships or seen being admired by other women.

In other words, women are significantly more attracted to men who are preselected.

Using Preselection to Your Advantage

To be able to use the power of preselection to your advantage, you need to demonstrate to women that you are preselected by other beautiful women. There are three main ways to do this.

However, by displaying other traits, including as those already discussed in this book so far, such as confidence, you demonstrate that you are experienced and thus have had women desire you.

Anyway, the first, and perhaps easiest, way to communicate that you are desired by other women is through storytelling. While this may be the easiest method of showing preselection, it is also the riskiest and hardest to perfect.

Women can tell when you are trying to show off, brag, or impress her. Consequently, unless you are discreet, she will most likely be able to tell that you are trying to impress her. The subconscious reasoning behind this will be that you feel inadequate and are attempting make up for your unworthiness by impressing her. Not good.

Mention other women *casually* as you are describing something you were doing or telling a story, without expecting any sort of reaction, and it will seem natural. By nonchalantly implying preselection, you get the benefits

without the doubts that come with seeking to impress.

It is also best to be vague about your relationship status. For example, if she asks if you are single, instead of just blurting out “yes”, be mysterious instead -- women love mysterious guys that they can’t figure out. Be a challenge and don’t give yourself up straight away.

Instead, you could say something like “Whoah, whoah, I’ve only just met you!”

You could also turn it on her by teasing that she is only asking because she wants to get in your pants.

The main thing, though, is to be a bit mysterious, a bit challenging, and not just a boring man who gives boring answers.

If you feel a more complete answer is called for, you can just say that life is (or has been) simply far too busy for a girlfriend and that it wouldn’t be fair to her. This way it is at least implied that being single is/was *your* choice, not that you can’t get a girlfriend because women find you unattractive.

The second way preselection can be demonstrated is through photos. You can have photos of you and attractive women on your phone, facebook profile, or wherever. Being seen with attractive women will only convince her there is something about you she really likes.

Finally, of course, is demonstrating preselection in person. Let’s say you’re in a bar, the best way to do this would be to go around and strike up a conversation with and lightly flirt with some beautiful women. Other women will notice this and become more interested in you.

Anyone can approach an attractive woman and have a pleasant conversation without being horribly rejected. If you do this in public and the woman looks like she is having a good time talking to you, other women will see this. If you do this, you will have a much easier time approaching other women, and you may even get women approaching *you*.

Additionally, if you demonstrate preselection by having fun interactions with other hot women, it is common for other women to position themselves

closer to you in the hopes that you will approach them.

If you do approach women who do this, you have not only already built attraction in them before you've even said a word, but you will have a much easier time seducing them and escalating the interaction. Even if you botch your approach, the power of preselection will almost always prevail, regardless.

As I said before, you can also indirectly demonstrate preselection through your behaviour.

One such way is to simply be unaffected by a woman's beauty. By not being affected by her beauty or constantly complimenting her or 'sucking up' to her, you show being around attractive women is no big deal and that you are used to it.

All in all, women are attracted to men who other beautiful women find attractive. Show her that you have options and that hot girls desire you.

I will finish off this section with a quote by Milan Kundera:

"Beautiful women are not looking for beautiful men. They are looking for men who had beautiful women."

5. CHALLENGING

Don’t be boring.

Be intriguing.

Be a bit of a mystery.

Don’t let women get bored with you.

Be *challenging*.

As soon as a woman has you ‘figured out,’ she will be bored and the relationship will usually fail. Keep women guessing. Never give your all to her.

If you give your all to a woman, she becomes certain that you’re hers and sexual attraction evaporates as you are no longer a challenge to her.

On the other hand, if you fail to create enough attachment and completely neglect her emotional need for connection, the relationship will also fail.

Strike a balance by being a challenge. Ensure that you still have your own life and that you don’t give all your time to her. Uncertainty is one of the key elements of attraction, so keep the challenge alive.

The Power of Being a Challenge

Women have stronger attraction for men they have to win over. Women want a ‘catch’, and to feel that they’ve got one, they want to have *earned* the man’s affection.

Women do not want men who are more highly invested in the relationship than she is (investment in relationships is explored in more depth later on in the book). If a woman feels that she got a man's affection too easily, she will lose interest.

Women chase what they can't have. If you are not quickly won over, women will assume that not only are you not desperate (neediness scares women off), but that you must have plenty of options (implying that you are preselected, as we talked about earlier).

Women, especially attractive women, are hit on by guys all of the time, and the majority of these men are so-called 'nice guys'. By challenging women and being a bit more difficult, you set yourself apart from all the guys that hit on her earlier that day.

The majority of men these days will do almost anything to get a woman's approval, and if they manage to get her attention for even just a bit, they become all needy and insecure. Hugely unattractive. These same guys will grasp at every second of attention a woman gives them and clear out their entire schedules in an instant if they think there is a chance that they might get to see her again.

Men such as this are absolutely no challenge. They always put others before themselves and are not in the least bit fun, challenging or intriguing.

Women know this, and are aware of the fact that they can get the majority of men anytime they want. Despite this, it doesn't mean that they necessarily like it or find it even remotely attractive.

As you should know by now, women want strong, confident men who take leadership and are dominant. Men such as this are assumed to be busy kicking ass in their own life, pursuing their own goals, and doing their own stuff. These men do not put the needs of strangers (even attractive ones), or anybody for that matter, before their own.

Men with these desirable and attractive qualities that women are looking for would almost certainly have other attractive women after them (at least this is what women assume). This preselection would evidence itself through his behaviour.

If he has other beautiful women who find him attractive, he isn't going to be needy or insecure. He would have no need to drop everything he is doing and clear his schedule just for one woman.

By being a bit more challenging and difficult than other men (nice guys), and by needing to have her 'win you over', you communicate preselection, which for women, is a *hugely* attractive trait, as we discussed.

More than just communicating that you are a man of high value who isn't influenced by attractive females, being a challenge appeals to the basic desire of all humans (especially women when it comes to attraction) to want what you can't have.

Consider a taco stand that is only open on weekends.

If it's Tuesday, no tacos.

If it's Thursday, no tacos.

So what happens? I want tacos. I'm thinking about tacos. I might even be talking about tacos.

And when Saturday finally rolls around? I'm super excited for my taco! Woohoo!

But what if I could have a taco from that stand everyday?

Would I be thinking about them all the time and be super excited for tacos on the weekend? Nope, I wouldn't. It would just be another place that's open all the time.

Perhaps this taco example is not the best analogy, but hopefully you understand what I am attempting to show you.

By respecting your own wants and needs, you differentiate yourself from all those other 'nice guys' who subordinate themselves to women. When you have your own life and are not perpetually available and on permanent standby, women will instinctively value you more.

The Science of Being a Challenge

A 2005 study shows that women are less attracted to overly responsive, eager men on first dates, as they see it to be untrustworthy and desperate.

Here is a quote from the study:

"Women claim they want a 'nice guy' because that is what is expected of them when, in reality, they want the so-called 'challenge' that comes with dating a not-so-nice guy." (McDaniel, 2005).

Here is another quote from the same study:

"Being perceived as sweet/nice has the potential to turn that same nice guy into a 'too nice,' 'loser guy'." (McDaniel, 2005).

In other words, if women think you are nice or sweet, they will most likely consider you (as the study puts it) a 'loser guy'. Not good.

Women find eager and overly responsive men less attractive as they seem desperate and untrustworthy. (All of this links into being over invested, which is discussed in a subsequent chapter).

This, however, does not necessarily mean that you should strive to be a complete jerk or asshole. What this means is simply do not be a pushover and do not devote yourself to pleasing her.

Instead, always respect yourself, prioritize your own interests, and do what you want. Women suppose that if you don't even have the willpower to protect your own interests and desires, you will not be able to protect and lead others.

Don't go out of your way to impress women, and don't say "what do you want to do?" -- instead, decide what you want to do (even if you're not completely sure), and do it! We covered all of this in the leadership section of the book.

Women prefer to tag along with a guy who knows what he wants and does it, rather than be put up on a pedestal and have to make decisions about what she and her wussy nice guy should do.

So, don't be a jerk, but don't be eager to please.

Here is a quote from a 1995 study on the types of men most attractive and most repulsive to women: *"[women] seek the company of more atavistic males… Women go for heroes while saying they want vulnerability and later try to persuade their partners to become more sensitive and vulnerable, rather than initially pursuing sensitive and vulnerable men."* (Desrochers, 1995).

What the above quote means is that women do not pursue sensitive, emotionally vulnerable men (nice guys), and instead, prefer 'atavistic' males, in other words, men with ancient, primitive, masculine ancestral traits that fulfil a woman's instinctive needs and trigger instinctive attraction. These are traits we have talked about earlier such as masculinity, dominance, confidence, leadership, and so on.

Women then attempt to 'fix' up her man by trying to make him more caring and sensitive (turning him into a nice guy), however her man must stay true to himself and not be influenced by her attempts to change and soften him.

If a woman can change her man, she assumes he is not strong enough for her. She will almost always immediately lose interest and respect for him, and instead, being to seek another stronger, more dominant mate.

A study done in 1965 further proves the power of 'winning you over'. Here is a quote from the study: *"In a laboratory experiment, coeds interacted in two-person groups over a series of brief meetings. After each meeting the subjects were allowed to eavesdrop on a conversation between the experimenter and her partner in which the latter (actually a confederate) evaluated the subject. There were four major experimental conditions: (1) the evaluations were all highly positive; (2) the evaluations were all quite negative; (3) the first few evaluations were negative but gradually became positive; (4) the first few evaluations were positive but gradually became negative. The major results showed that the subjects liked the confederate best when her evaluations moved from negative to positive and least when her evaluations moved from positive to negative. The results were predicted and discussed in terms of a "gain-loss" notion of interpersonal attractiveness."* (Aronson & Linder, 1965).

In other words, people most like others when they felt they have won them over. Women will feel uncomfortable if you seem to love them for no

reason after just meeting them. They will feel more attraction for you if they have to win you over. In other words, you have to be a challenge. If you give away your affection too easily women will lose interest.

By not being so quickly won over, you sub-communicate that you have options and are not desperate. Neediness repulses women and scares them off.

A 2013 study found that when dealing with unpredictable partners, our brains release more dopamine, leading to subconscious attraction. In other words, by simply not being a boring, needy, insecure nice guy who obsesses over women and is willing to do anything for them, you stand out. To women, you are something new, something different. You are unpredictable (we also explore the power of unpredictability later on in the book).

By simply not being influenced by a woman's beauty like the hundreds of other guys who have tried to hit on her, you pique her interest and make her more attracted to you.

Become That Challenging Man

To be a man that women strive to impress, you have to honestly believe that you are a 'catch'. You have to know that you deserve great women. You also have to know what it is that you want in a woman rather than succumbing to insecurity and simply needing to be with any woman, even if you barely know them.

You have to be the buyer. Stop selling yourself to women. By being the seller, you're constantly trying to prove that you're good enough. You value approval from others more than you value your own approval. You worry about judgement and so try to make up by working hard to impress people.

This type of unconfident, needy mindset is the biggest turnoff for women.

Be the buyer, not the seller.

So, how do you become the buyer?

How do you become that challenging man?

What can you do so that women will find you more attractive and *pursue you* rather than run for the hills?

First, have plenty of options. Don't just date one girl at a time. If you do, you are going to inevitably be much more attached and needy (even if you don't think you are), which only serves to make you unattractive to the single girl that you are dating.

Don't be afraid to date around, after all, she probably is. By having more women in your life, you create an abundance mindset. You will behave in a way that is more attractive to women.

Don't be afraid to try online dating, talk to people whenever you go out, go to social events, and so on. Connect with more people, especially women.

Don't feel the need to have to agree with everything all the time or exaggerate your relatability. Doing this only come across as untrustworthy and try-hard. Instead, don't be afraid to disagree or ask her questions. Be curious.

Similarly, don't be overly eager to give out compliments. Most people only give out compliments because they want other people to like them. Instead, only give out genuine compliments when she has earned it.

Have standards and hold women to them, don't simply try and sell yourself to women like most guys do. Let women prove themselves to you and see if they meet your standards. Don't simply praise and like a woman for no reason.

Also don't clear your whole schedule just to be with a woman. Don't be overly available, instead, have a life of your own. Women do not want to *be* your life. They want to be part of an already awesome lifestyle.

All in all, don't feel the need to justify or prove yourself. Be confident. Women find this incredibly attractive.

6. UNPREDICTABLE

You can’t be boring.

There is no greater sin than just being plain, boring and predictable when trying to attract beautiful women.

Women want to be excited and interested, they love adventure, intrigue, mystery and the unexpected.

Women *hate* boredom. They do not want to be bored. If you get labelled as being boring, it is almost impossible to recover, and this is how so many guys get placed in the friendzone. If you come across as being too uninteresting, predictable and boring, she’ll see you as just another ‘nice guy’ and slot you into the much dreaded “let’s just be friends” category.

Almost everyone prefers the exciting over the pleasant.

The interesting over the boring.

The unexpected over the expected.

Not only does this spice things up and make you a way more exciting and cool guy to be around, but unpredictability impacts hormones and reward circuits in the brain, making women literally addicted to you.

Women don’t necessarily dislike nice guys, it’s just that there is no spark. Because nice guys are far too predictable and lack any sort of spontaneity, they aren’t the least bit exciting or fun for women to be around.

Women just aren’t excited or thrilled by nice guys, when deep down, what really excites a woman and turns her on is action, adventure and

excitement. Deep down, this is what all women seek.

Unpredictability is yet another reason that women often end up with jerks and bad boys.

In addition to jerks and bad boys embodying almost all of the traits we have discussed so far, they are also notoriously unpredictable. Because of this, they provide an abundance of excitement, fun, and even danger. Women love the fact that they never know what's going to happen next. It's as if they are always on an adventure.

Be like most guys -- boring, predictable, bland, insecure, and overeager to please -- and you will find women bored by you within minutes, or even seconds.

You can't be bland and inoffensive. Every single other guy she met today could have been described with those two words! If you do follow that route, you'll be so predictable that women will know what you're going to say and do five minutes before you've even done it.

The problem with most guys is that they are too busy attempting to impress women, often in an attempt to make up for their perceived inadequacy. This behavior only serves to turn women off.

Instead of trying to attract women by showing off what you think is attractive, such as your job, salary, car, lifestyle, etc., focus instead on being exciting, fun and interesting. As you will know by now from reading this book, by trying to impress women, you end up doing just the opposite.

Instead of trying to work on building a resume of impressive things to show off to women, work on actually being interesting to women.

Hint: A quote by Dale Carnegie is, "to be interesting, be interested." Or in other words, people perceive you to be more interesting if you are interested in them.

So ask her questions about herself and actually get to know her instead of showing off how great your job or car is. It has been proven time and time again that people love talking about themselves and prefer people who ask questions

about them.

Another way to think about this concept in terms of women is to be the buyer rather than the seller.

You are seeking women you like, *not* trying to make women like you. You want to find out if women are compatible with you, *not* trying to impress women and make them think that you are good enough for them.

Adopting this mindset leads women to think, “wow, this guy must be really impressive if he doesn’t even feel the need to (or can’t be bothered to) try and show off and impress me like all of those other guys.”

Overall, don’t go out of your way to impress women. You’re so awesome that you don’t even need to try and show off. Instead, just focus on being interesting, and the best way to be interesting is to talk about a woman’s favourite topic -- herself!

Ask her about herself and see if she’s the type of woman you want in your life. Doing this will get you much further than you’ll get by a needy and insecure nice guy who feels the need to spend the entire interaction trying to impress her.

On that note, don’t let the conversation become like a job interview. It is, after all, a *conversation*. You can add your own little anecdotes, share your thoughts and ideas, and so on. For a healthy conversation, you both need to contribute.

Find a balance. Don’t seek to impress, but at the same time, avoid letting the conversation slip into job interview mode.

One of the main differentiating factors between the masculine and the feminine is thought process.

Men tend to think about things logically and communicate in a direct manner. This is why whenever men talk, they are exchanging information, and that’s as complicated as it gets.

Women, however, tend to think about things emotionally. Women tend to *feel* things rather that think about them. This it is why it is common for

women to say one thing when what they really mean is something else entirely. What women say is often simply a reflection of how they are feeling.

Feminine women are more emotional than us men (surprise!). They are more concerned with being in the moment and *feeling* emotions rather than talking about logical, practical issues. This is why women generally prefer romance novels and soap operas to sport or politics. Once again, it is how you make a woman *feel* that is most important.

If you are fun and exciting, women will feel all of the positive emotions that are essential to success with women, and the best way to be fun and exciting is to simply be unpredictable.

Say What You Think

One way to be unpredictable is to say what you think. Don't be afraid of not always being agreeable and affable.

Have the confidence to say what you truly think and to make truthful observations. Don't necessarily be mean and hurtful, just stay true to who you are and what you think. Don't pretend to be someone who you are not in the hopes it will make women like you more.

Not only can people (women in particular) sense when you are being fake, but they will quickly bore of a man who lacks the nerve to say what he wants and pretends to agree with everything.

Nice guys are terrified that what they say or do might upset women.

First of all, this indicates that they lack preselection and don't have options when it comes to women.

Secondly, this fear leads guys to hold back their words and action, resulting in them being incredibly boring and predicable.

Women seek excitement and adventure, and crave a thrill. They can quickly tell when a man isn't going to be much fun. As a result, even though a guy might say everything right, do nothing wrong, and agree with her on everything, she will have zero interest in him. He either gets rejected or friend zoned.

No matter how beautiful women are, almost all of them lead dull, unexciting, uninspiring lives. Their everyday existence is no more exciting than that of the average, boring man.

Most people, including beautiful women, go through life on autopilot. Women love unpredictability because it pulls them out of autopilot and forces them to actually pay attention and *live*.

They are forced back into the real world, and as a result, experience life more fully. They think, feel and sense -- becoming aware of the world -- as if for the first time.

Familiar things quickly become boring. For most of our life, we don't even really think much about what we are doing. So when someone breaks through the familiarity and predictability of boring everyday life, we are forced to think and feel.

It is refreshing, unpredictable, and amusing. It's *fun*.

Breaking through the boring and the predictable is especially effective with women as it forces them to *feel*, which is what women are all about. By adding excitement to a woman's life, and spicing up their generally boring and predictable existence, you're almost always doing them a big favor.

Jerks and bad boys couldn't care less about what anybody thinks of them. They know that if one woman doesn't like them, it doesn't matter! There are a bunch of others climbing over each other wanting to get a taste of the excitement, danger and intrigue they offer.

The result of this?

They say whatever they say whatever the hell they want. The irony is that this only serves to make them more attractive. It makes them even more unpredictable and exciting to be around.

Women fall for bad boys and jerks because it's exciting. It's an adventure. They never know what's going to happen next.

You, too, can use this to your advantage. Be fearless and say what you

think!

Relaxed Playfulness

We explored the fact that simply saying what you think makes you interesting and unpredictable, which women love.

Another way to be unpredictable, and get women excited, is by being playful.

Relaxed playfulness means behaving in a fun and playful way, being completely at ease with everything and having a relaxed attitude.

Playfully teasing women is extremely effective because it indirectly shows women that you have an abundance of attractive traits. It shows women that you are not going to put them up on the dreaded pedestal and worship them. It shows them that you're not afraid of them, and that you have the confidence to say what the vast majority of guys lack the confidence to say. It shows them you have courage, but that you're also fun and don't take things too seriously.

By being playful in a fun way, you differentiate yourself from the majority of guys. You become unpredictable, but in a fun way.

You say that which is unexpected, one of the cornerstones of humor. If you get women laughing, she most likely did not expect what you just said or did. You end up hitting two birds with one stone, being unpredictable, and creating fun, happy feelings.

On this note, turn yourself into a clown. Women might find guys who make her laugh all of the time entertaining, but chances are she isn't attracted to him.

You need to combine humor and sexual tension. You need to show women that you have the confidence to treat them like a sexy woman who you are attracted to (rather than hiding your intentions like a wimp), but that you can also control yourself. By doing this you demonstrate very attractive, powerful behavior.

Flirting and playful teasing is explored in more depth later on in this book.

Delay

A little bit earlier on I noted that unpredictability is one of the reasons that jerks attract so many women. Here, we will explore how to isolate the attraction that jerks provide, but without actually having to be a true jerk.

Women often test your character in an attempt to ensure that you really are a confident, strong, dominant man that she can depend on and feel safe and secure around. Often, this will come in the form of direct and indirect requests and demands.

This is no problem for jerks and bad boys, because they couldn't care less about what a woman wants to do, they just stick to whatever pleases them.

But, not everyone wants to be a jerk.

At the same time, you don't want to surrender your masculinity.

As we've discussed, women want dominant men who take charge and lead. Highly masculine men are extremely attractive to feminine women.

Women don't want men that they can push around, and to ensure that they have a strong, stable, masculine man who can ensure her security and protection, she will test him by trying to push him around. If you surrender your masculinity and instantly cave into a woman's wishes and demands, as most men do, she will not only lose respect and attraction for you, but you will become predictable. Predictable is boring. Not good.

How is a man supposed to overcome this dilemma?

How are you supposed to not cave into a woman's wishes and be influenced by her desires, but at the same time, not be an unpleasant jerk?

The answer is… by *delaying*.

Simply delay.

For example, on a date, your woman might mention how much she loves tacos. Don't say anything, and don't go get tacos. Instead, go get tacos a few

weeks later.

By delaying, you get the best of both worlds. You show thoughtfulness, and that you were actually listening, but at the same time, you completely avoid coming across as an unattractive wimpy wuss. In addition, you become unpredictable, and women love this.

Another example: let's say she talks about how much she loves the beach (or anything for that matter).

Instead of instantly responding, caving into her demands and showing her how eager you are to please, take her on a surprise trip to the beach when she leasts expects it. Perhaps on a Friday after work. This makes life exciting and unpredictable. Plus, you'll be able to spend a moonlit evening enjoying the waves.

You're doing something different. This makes things fun, and spices up her generally boring, mundane life.

In summary, take note of what she likes, but don't immediately act on it. Instead, fulfill her desires at unexpected moments. Show your strength and don't submit to her whining like most guys who would just do whatever is asked of them.

Nicely but firmly make it clear that you don't have time to put up with whining. Eventually, she'll learn that she gets what she wants *only* when you want to give it to her, rather than when she whines or makes demands.

Not only does this create unpredictability, but it shows that you have standards and are not willing to put up with bad behaviour. This implies confidence, preselection, and value (making her feel you're a 'catch').

It's good all round.

The Science Behind Unpredictability and Attraction

A 2013 study revealed that the brain releases more dopamine (associated with rewards and pleasure) when dealing with unpredictable partners, resulting in subconscious attraction. (Carter et al., 2013).

A 2001 study found that the brain's reward circuit was activated to a greater extent when the reward was not anticipated, and to a lesser extent when the reward was delivered in a predictable fashion.

Here is a quote from the study:

"We show in humans that activity in these regions can be modulated by the predictability of the sequenced delivery of two mildly pleasurable stimuli, orally delivered fruit juice and water. Using functional magnetic resonance imaging, the activity for ***rewarding stimuli*** *in both the nucleus accumbens and medial orbitofrontal cortex* ***was greatest when the stimuli were unpredictable.****"* (Berns, et al., 2001).

The studies described above make the following clear: the unexpected causes the brain to release dopamine, more so than that which is predictable.

Dopamine is the brain's "reward" drug. It is released when you do things such as eat food, have sex, and exercise. A boost in dopamine means a boost in pleasure. Dopamine is an incredibly powerful hormone. In fact, cocaine acts by increasing dopamine in the brain, resulting in the euphoria experienced by users.

Below I summarise a study that shows why 'nice guys,' who attempt to constantly please women and keep them happy, fail.

In 1993, an experiment was conducted by Wolfram Schultz. The experiment involved switching on a light, and then delivering a tasty drop of juice to a monkey.

As expected, the monkey's brain releases dopamine in response to the yummy juice. However, as the monkey became used to the process of getting juice after the lights turned on, the monkey's brain stopped releasing dopamine.

The monkey still drank the juice, but because the process had become familiar and predictable, it's brain stopped releasing dopamine. In other words, the juice just wasn't as good anymore. The monkey had got used to it. In addition, when the researchers stopped the juice completely, dopamine decreased.

Okay, so let's apply the findings of this study to unfortunate 'nice guys'.

Let’s for a moment ignore the countless other reasons as to why women are repulse by nice guys, such as their unwavering neediness and insecurity, and instead focus only on the nice guy’s unending endeavour to please women.

Because there are so many unattractive nice guy’s out there, women (especially beautiful women) *expect* guys to give them whatever they want whenever they want. They *expect* men to try and please them, impress them, buy them things, and cave into their every whim.

As a result, women will be indifferent to your efforts to do the same (just as the monkey became indifferent to the juice).

However, if you are unpredictable, and give women ‘rewards’ in an unpredictable fashion, *more* dopamine will be released, as proven by the 2001 study described above, where subjects were given water and juice.

In conclusion, being unpredictable not only shows women that you are a masculine man, but it is more rewarding for them, too. It is more exciting, fun, and adventurous. It allows you to spice up their generally boring, mundane life.

Women should feel that whenever you’re around, life’s always an adventure.

Women should never be completely sure what to expect with you, apart from the fact that they won’t be able to predict it.

Break routines, smash autopilots, and instead, bring intrigue, exploration, newness, and excitement.

7. LOW INVESTMENT

Investment

Investment is something that has been indirectly touched on a number of times in this book. Here, I will discuss it specifically and in more depth.

Now, what is meant by investment?

Investment in interactions with women refers to how ‘needy’ you are, or in other words, how emotionally invested you are in her. It also refers to how much you put into an interaction or relationship through time, effort and money.

Counterintuitively, women are more instinctively attracted to men who are less invested in the interaction or relationship. Instead, it is *her* investment in *you* that matters, not yours in her. The more invested she is in you, the more attracted to you she will be.

Let's take a look at why women unconsciously prefer men who invest less in them.

FIRST REASON: SUB-COMMUNICATES CONFIDENCE AND HIGH VALUE

Confidence is the number one most attractive trait in a man. We discussed confidence earlier in the book, but let's have a brief look at it again and how it relates to your investment in women.

A man’s attractiveness is proportional to his confidence.

The more confident, the more attractive.

The less confident, the less attractive.

It is as simple as that.

Confidence means being more invested in your own perception of yourself than you are in other people's perceptions of you. Those who lack confidence are more invested in other people's perceptions of them and, as a result, constantly seek approval and validation from others. These are the needy nice guys.

To build confidence, invest more in yourself. Be more invested in yourself than you are in others. In other words, prioritize yourself! You are number one.

Women are almost always only attracted to men who are more invested in themselves than they are in her. In fact, women are usually quite uncomfortable around men who invest more in her than they do in themselves.

This is why those relationships you hear about, where the guy gives up everything just to be with a woman (or does whatever she wants, quits his hobbies, etc.), end so quickly -- usually with the guy being dumped. This is because he becomes more invested in her than she is in him.

Humans naturally judge others on how they judge themselves. In other words, we are wired to respond to people according to their self perception.

If you are confident in yourself, others, too, will be confident in you.

If you are unsure of yourself, so will others.

Humans are drawn to those who value their self perception more than the perception others have of them. Look at anyone who is confident, and you will see this is true.

In his book Models, dating coach Mark Manson wrote the following about confidence: *"To most women, a man with True Confidence is like a woman with perfect tits and a gorgeously sculpted ass. To a woman, a man with no confidence is like having the worst breath and missing teeth."*

Men who are highly invested in the women they interact with will

rearrange their entire schedule, spend most of their paycheck on gifts and dinners, ditch plans with friends, and put up with behaviour he doesn't like -- even if he is being treated unfairly.

Everything a highly invested man does aims to please women at his own expense and make sure that they never get upset with him. As you know by now, women don't respect men like this. So called 'nice guys' don't succeed with women, and women are not attracted to these overly invested men.

On the other hand, men who have a very low level of investment when it comes to women do just the opposite, and as a result, have great success with women.

These types of men are comfortable being themselves and doing what pleases them. They are not afraid to offend some girls and they don't pay attention to what others think of them. It simply does not bother them. They don't take women on big flashy dates and wine and dine them for months, instead they might just go for a walk or go to the local park. They are not afraid of being rejected for being who they are, and they are not afraid of getting up and leaving if they don't like a woman. They also don't change themselves to try and please a woman. These types of men are content with life and proud of who they are. They are confident, not needy.

Women can sense when a man's investment. Men who do not invest much in women have a strong sense of identity and are unwilling to compromise that identity for a woman. Men who have a very low level of investment sub-communicate high status, and thus elicit attraction.

<u>SECOND REASON:</u> HER INVESTMENT IN YOU

The more invested *she* is in *you*, the more attracted to you she will be.

Most men, however, do the opposite, heavily investing in a woman without letting her invest in them. As a result, the man becomes more attached to her, but she feels no attraction in return.

At the idea of trying to put as little as possible into your interactions with women, men get the unfounded fear that other men, who are doing way more for a woman, will steal the girl.

This is competing on the wrong measure. This irrational fear is based on the idea that women base attraction on how much you invest in and devote yourself to them, which is simply not the case.

Attraction is not a choice.

A girl doesn't decide who she is attracted to on the basis of who gives her the most stuff or who invests in her the most. In fact, it could be argued that her attraction works just the opposite. Those that overinvest in her come across as low value, trying to 'buy' her to compensate for their inadequacy.

Men who have a very low investment, however, come across as being so high value and high status that there is no need for them to prove anything.

Despite all this, some might still fear that if you are *not* investing in her then there is nothing to stop her from going and being with a man who *will* invest in her, take her nice places, buy her nice things, put up with her whining and complaining without telling her to knock it off, and so on.

You might still be convinced that women simply wouldn't stand for you *not* investing in her and *not* doing these things when she can easily get a man who will.

She clearly likes to go nice places and have you buy her nice things, right? After all, she asks you all the time.

She obviously likes to complain about things to you. Wouldn't she be incredibly unsatisfied if you just keep saying "no" all the time?

Here is the answer…

Respect and attraction do not work that way.

To demonstrate this fact, I want you to think of a man who is really powerful, strong, likeable. A man who you have immense respect for. He seems really powerful, almost unapproachable. Perhaps you are even a bit intimidated by him.

Got him in your head?

Good.

Now ask yourself this…

Would you ever whine and complain to him?

Would you expectantly ask him to buy you stuff?

Would you demand he take you places?

Would you ask him to do stuff for you?

No. Absolutely not.

On the other hand, if you had a nice friend who you thought was a pretty okay guy, but not particularly high and mighty, you probably wouldn't think too much of asking him to do things. It could be asking him to pick something up on the way home, or complaining about nonsense to him. While this guy is cool enough, he is not an authority figure for you.

Women want powerful men. An authority figure.

Women don't select or feel attracted to men who are constantly trying to please her and fulfil her every whim. Women desire men that make them feel the same kind of intimidated, awe-like respect that you hold for powerful men in your life.

With women, this kind of respect, and the feelings that these types of men make her feel, are mixed with attraction.

Attraction and respect, to women, are interchangeable.

It is important, however, to keep in mind that the respect we are talking about here is the powerful, composed, intimidating type of respect.

Not the kind of respect that one might have for your grandfather, for example. A man that woman respect in this way might be referred to as "cute" and "adorable", like a kitten or puppy. Not attractive.

Women are not attracted to men that they respect like a grandfather, they

are attracted to men that they respect like an emperor. Be an emperor, not a grandfather.

As such, it can be seen that there are two quite different types of respect that women have for men.

The first are the types of men that women respect as men because they are mighty, powerful, intimidating and attractive. These are the types of men that women are attracted to sexually. Women may well fantasize about these types of men sexually.

The second are the types of men that women respect as friends or supporters because they are considerate, thoughtful, pleasant and polite. Women find the idea of sex with these types of men off-putting, creepy and disgusting.

So, now you understand why simply trying to 'win' a girl over by doing everything for her and submitting to her every whim will not work. While it might win you the grandfatherly, friend-like respect, it won't get her in your bed.

Instead, you want the be respected by women in a way that women find attractive, and that is to be respected as a powerful, mighty, intimidating, and attractive man. These types of men do not invest (much) in women, especially initially.

These types of men succeed with women is because it is not your investment in her, but her investment in you that leads to her feeling increasing amounts of attraction for you.

That is how investment works.

The more invested you are in a woman, the more attracted to that woman you will be.

The more invested a woman is in you, the more attracted to you that woman will be.

It is, however, necessary for you to give a woman *some* amount of investment before she will feel comfortable lowering her guard and beginning to pursue you and invest in you. The initial small investment that you give her is just enough that she will feel safe investing in you.

The key, however, is to invest as little as possible.

PART II: COMMUNICATION

8. BODY LANGUAGE

Ralph Waldo Emerson once wrote, “What you do speaks so loudly I cannot hear what you say.”

The truth of this quote can now be backed up by science, which shows that the actual words we say make up for very little of our communication.

Research has shown that 55 percent of our communication is through body language, 38 percent is the tone and speed of our voice, and only seven percent is through what we say.

Just pause for a little bit and consider that.

So all of those guys out there who spend hours trying to memorize quirky pickup lines and scripted conversations are only focusing on seven percent of what people (women in their case) actually form their impression on.

If these men who spend hours learning lines don’t have good body language, 93 percent of what they are doing is unattractive to women.

On the other hand however, if you use correct body language to create a strong, powerful, sexy presence, you can say some of the lamest or most outrageous stuff, and women will lap it up. The exact words you say are far less important than your level of anxiety and intentions, which is communicated through your body language.

There is a wonderful TED talk by Amy Cuddy on how body language shapes who you are, and I would highly recommend watching it.

In summary, when we are happy or feeling powerful, our body language

reflects these feelings. Our body language becomes more open, we talk up more space, have better posture, take bigger strides, and so on.

The same goes for when we are feeling unhappy or powerless. We shrink down, slouch, take up less space, scuttle around, and so on.

The conclusion that the talk comes to is that just as our external body language reflects our internal state of mind, we can change our internal state of mind by consciously changing our body language. The basic idea is 'fake it til you make it.'

Even if we don't feel confident, by deliberately adopting confident body language, our body releases significantly more testosterone (hormone for power and masculinity) and our cortisol levels drop dramatically (stress hormone). The result of these body language induced hormonal changes is that you actually become more confident and feel more powerful.

By pretending to be confident, you trick your brain into thinking that you actually are confident, and it subsequently releases hormones that make your confident for real. That is just one of the many things that makes body language so powerful.

Let's explore the basics of attractive body language.

Eye Contact

Eye contact is a powerful tool for creating attraction.

To demonstrate this power, here is a quote from the study "Looking and loving: The effects of mutual gaze on feelings of romantic love": *"In two studies, subjects induced to exchange mutual unbroken gaze for 2 min with a stranger of the opposite sex reported increased feelings of passionate love for each other. In Study I, 96 subjects were run in the four combinations of gazing at the other's hands or eyes, or in a fifth condition in which the subject was asked to count the other's eye blinks. Subjects who were gazing at their partner's eyes, and whose partner was gazing back reported* ***significantly higher feelings of affection*** *than subjects in any other condition. They also reported* ***greater liking*** *than all subjects except those in the eye blink counting condition. In Study II, with 72 subjects,* ***those who engaged in mutual gaze increased significantly***

their feelings of passionate love, dispositional love, and liking for their partner. *This effect occurred only for subjects who were identified on a separate task as more likely to rely on cues from their own behavior in defining their attributes."* (Kellerman, et al., 1989).

In other words, by having strong eye contact, you *significantly* increase a woman's "feelings of passionate love" for you. The power of eye contact simply cannot be overstated.

Movement

STILL: People can sense when someone lacks confidence or is nervous or insecure because internal emotional state manifests itself in body language. This displays itself as a tendency to be fidgety, twitchy, inability to keep still and jerky movements. Nervous and insecure people just look uncomfortable and tense.

While body language such as this is apparent to everyone, women pick up on it to a greater extent because women tend to be more naturally attuned to people's body language.

To avoid appearing as though you lack confidence or are nervous and insecure, you must make your body language the opposite -- by *staying still*.

When you're standing, stand in one place without tapping your feet, rocking back and forth, pacing around or stepping around the place. By being comfortable standing in one place without nervous behaviours such as fidgeting or feet tapping, you display confidence.

Stand in a confident manner with good posture. Balance your weight evenly and have your feet spread out hip-width apart or slightly wider. By having your weight balanced, you're firmly planted, indicating that you're not about to run away. Placing your weight on one leg indicates readiness to move or even apprehension of being attacked.

Your head should be still and focused on one point in front of you rather than darting around anxiously as though looking for potential threats. Make sure your head is upright and your chin level, as if a rope were attached to the crown of your head and pulling you up. People who lack confidence tend to let their

heads slide down and their chins lower as if to protect their vulnerable neck and throat from attack.

Keep your hands out of your pockets, and if you feel the need to put them somewhere, put your hands on your hips, or at the very least, hook your thumbs into your pockets.

Another possible thing to do with your hands is lightly hold them either in front of you or behind your back. However, holding your own hands together can be a sign of anxiety, so it is generally better to just relax and simply hang your hands by your side.

When you sit, lean back into your seat comfortably rather than anxiously bending forward. Keep your legs still and apart. Avoid crossing your legs over like a woman or having a twitchy, tappy foot.

Spread yourself out and take up space. You can rest your hands on your thighs or lap, or put them behind your head. Be relaxed, make yourself comfortable and take up space.

UNHURRIED: Move slowly and deliberately in a controlled, relaxed manner.

Traditionally, if you were vulnerable or in danger, you would move quickly to avoid potential threats. Think of rabbits and antelopes.

However, as a powerful man in control of your environment and strong enough to know that you can defend yourself, you have no need to rush about. Think of a lion (king of the jungle, right?) or leader of a wolf pack. They are in no rush, in fact, others wait for them. They're powerful and strong enough to not need to scurry about.

James Bond is a great human example.

A confident man can take his time, acting at a measured and steady pace.

People instinctively give more attention to those who move slower, and subconsciously consider them to be more important, authoritative, powerful and dominant.

Slow everything down, including your hand gestures, head movements, walking pace, speech, and so on. As you slow your walking pace, increase the length of your stride, rather than taking timid, hurried steps.

Also, don't be afraid to pause. By adding pauses to your speech and movement, you allow people to process what you've said or done. Pauses also add to your relaxed, unhurried demeanour.

OPEN: Insecure people who feel anxious or vulnerable cover (protect) their bodies with their hands and arms.

While this kind of behavior is acceptable for feminine women, a masculine man who hopes to attract feminine women needs to do just the opposite with his body language.

Display confidence and strength by opening up, spreading out and taking up space. Make sure your body language is relaxed and open, and doesn't cover the vulnerable parts of your body such as chest, stomach, neck, groin, and so on.

Be comfortable wherever you are, and act as though you're at home. By having open body language and being comfortable and relaxed, you communicate confidence.

A helpful way to walk more confidently and stand up straighter when walking is pretending you are wearing a cape like superman or a King (think of those big fluffy velvety royal capes like in a coronation). You'll find that you'll put your shoulders back, stand a little taller and even slow down your walking pace slightly.

Voice

Women find loud, clear, deep, masculine voices extremely attractive. While not everyone is born with a really deep voice, many men tend to speak at a much higher pitch than is natural for them due to excessive tension in their bodies. It is also not uncommon for men to have a really nasal sound voice because they speak from their head rather than their chest and belly.

By simply focusing on relaxing and taking big deep breaths, your voice will automatically deepen. Good posture also helps as well. You may have heard

the phrase ‘breath into your balls.’ The concept it preaches is valid. Relax and breath into your belly. Speak from your diaphragm, and you will find yourself with a much deeper and more resonant voice.

It is also important to ensure that you always speak loudly and clearly. If a woman is ever having to ask for you to repeat what you’re saying, you’re not speaking loud enough. Don’t be afraid to be heard -- speak up!

Speaking loudly and clearly from your diaphragm makes your voice much more attractive to women.

Fashion

Dressing stylishly is important for a number of reasons when it comes to women. Not only do you look more attractive, but when you feel sexy in the clothes you wear, others pick up on your feelings of confidence.

One of the main things men struggle with when it comes to clothing, and are almost always unaware of, is that they wear clothes that are too big. It is better to have clothes that are a little bit too small for you than too big. Smaller clothes make you look fit and sexy.

This book is not a fashion book, so I am not going to delve into different styles or try and tell you what to wear. Nonetheless, it is important to keep in mind that it is hard to underestimate the impact good, well fitting clothes can have on your attractiveness to women.

9. VERBAL FLIRTING

The key to unlocking attraction is flirting.

Let me say that again, the key is attraction is flirting.

By failing to flirt with women, you fail to exploit the polarity that is the essence of all attraction. This is what we discussed earlier in the book, the opposites that are masculinity and femininity and how the polarity between these opposites creates attraction. This polarity is the reason attraction exists, and if there is no polarity, there is no attraction.

If you fail to flirt, there is no polarity, and so there is no attraction. If you talk to women without flirting, there is nothing to distinguish the interaction you have with her from other interactions she might have with say, a friend, family member, etc..

When you incorporate flirting into the interaction, you create the spark that ignites attraction. You make it clear, both consciously and subconsciously, that, “Hey, I’m a man! I have a penis! You don’t, and so we’re potential mates!”

If you don’t flirt, then she might as well be talking to her grandmother or friend.

Flirting is an essential part of the entire seduction and pickup community. Pickup artist ‘Mystery’ calls it negging, pickup instructor Lance Mason calls it bantering, and dating coach David DeAngelo calls it cocky-funny.

Despite the different names, all of these refer to the same thing: flirting.

There is a simple process for women to attract men:

If she looks good, we get attracted.

If not, we're not attracted.

When it comes to the process for us guys attracting women, however, it is completely different.

Women generally don't watch porn or look at pictures of hot men, they don't go to strip clubs or Hooters restaurants. It is not a man's looks that attract women.

What women do do, however, is buy romance novels, watch chick flicks, dramas, soap operas, and so on. Women are all about emotion and feeling. Women are attracted to how a man makes her *feel*.

So how do you create that initial spark and attract her?

How do you make her *feel* attracted to you right off the bat?

The answer:

Sexual tension.

The basis of a woman's attraction to you is how she feels when she is around you. You have to create sexual tension between you and her. This is where flirting comes in. One of the best ways to create sexual tension is, you guessed it, by flirting with her.

But what is flirting?

How do you actually flirt?

Flirting is one of those things that is hard to describe, yet easily identified when in action.

So what is the actual definition of flirting?

Oxford dictionary defines it as follows:

"Behave as though sexually attracted to someone, but playfully rather than with serious intentions."

The most important part of that definition was the last bit. That is, without serious intentions.

Flirting is simply being playful. Flirting cannot be serious, it has to be playful, and you have to make it very clear that you are not being serious.

The vast majority of what is said and done when flirting would be very awkward, strange and uncomfortable (and would almost certainly end up with a harsh rejection) if you didn't do it in a playful manner. Use your tone of voice and smile (or smirk) to make it all seem like a bit of a game.

If you act serious when flirting, especially with someone you've only just met, you will come across as very creepy and weird. Furthermore, it wouldn't even really be flirting, because flirting is meant to be fun and playful!

So the most important thing when it comes to flirting is to not be serious (and make it clear you are not serious). Rather, be playful and, most importantly, have fun.

So flirting is being playful. However, it is a special kind of playing. Think of young children playing with each other, they do not try to accomplish anything in particular, they are just having fun! The same goes for flirting, it is not flirting if you are hoping for a reaction of some kind. Do not flirt in order to get a reaction. Just flirt to have fun. Don't be flirtatious and then suddenly be waiting for or expecting a reaction. That's both weird, and just not how flirting works.

When kids play, all they're interested in is having fun and playing games. They role play and let their imaginations run wild. They are not playing in order to get something in return or win something. Their play is ultimately meaningless, it's just for fun.

The point of flirtation is to be light hearted and fun. Flirtation should bring a pleasantness, happiness and joy to the interaction, or at the very least, bring a range of emotions to the interaction.

It needs to be playful and fun. Rather than just having a conversation where you simply ask questions and get to know the other person, flirtation introduces fun and excitement to the interaction. A flirtatious conversation is infinitely more engaging and sexual than a simple get-to-know-you conversation. The best, however, is a combination of the two where you get to know her as well as be flirtatious and playfully tease her.

Women talk to each other and play in a certain way, as do men. However, when men and women play together, they flirt.

Ideally, you won't be treating her as you would one of your buddies, and she won't be treating you as one of her friends or family.

It is a failure to recognise this distinction between how you interact with friends and family and how you interact with beautiful women that leads to a lack of attraction, and always ends up with you in the friend zone.

If you treat women as you would another male, there is no polarity, there is no sexual tension, and there is zero attraction.

You wouldn’t flirt with a man (unless you are gay) because you don’t want to have sex with him. If you want to make a friend, or if the guy is your friend, you talk to him as such. So why would you talk to a woman you *do* want to have sex with as if she was a friend or man who you do *not* want to have sex with?

There are ways you treat and talk to (interact with) people who you do *not* want to have sex with, who you only want to be friends with. As a result, you do not end up having sex with them. These people most likely comprise of your friends, acquaintances, family, and so on.

Equally, there are ways that you treat people and talk to people that you *do* want to have sex with (i.e. flirting). As a result, these people do not end up your friends, and instead, you (hopefully) have sex with them. These people end up as your girlfriend, wife, one-night-stand, friends-with-benefits, lover, and so on.

If you treat and talk to a woman (even if you are sexually interested in her) as a friend, you will become her friend (i.e. friendzone). If you treat and talk

to a woman as someone you are attracted to, she either rejects you and that's it, or she has sex with you. Either way, you do not end up her friend.

That is the basis of flirting and being polarizing.

So getting back to flirting, consider the the following: men are direct and factual. If women were wired like men, the way you would get sex is by simply asking for it directly.

In fact, there is a popular prank video on YouTube where a somewhat attractive woman and asked a hundred random men on the street if they wanted to have sex with her right then and there. After being assured that she was serious, most of the guys accepted.

They later filmed another video, but with a man asking a hundred random women for sex, and literally every single one of them declined.

So what is the moral of the story? Men are naturally direct and factual, women are not. A woman can get the majority of men to have sex with her by simply being attractive and asking in a direct manner. If men want the same results (the majority of randomly approached women sleeping with them), they have to be indirect.

This is the essentially what the pickup community devotes themselves to, this is what 'game' is all about: getting women to sleep with them. To prove my point, the most successful pickup artists can manage to sleep with about half of the women they approach (and they typically only approach women they are attracted to).

In other words, if a successful pickup artist did the video where he approached a hundred random women, he would be able to achieve the same rate of success as the woman did in the video where she approached men. The only difference is that the pickup artist would achieve this success by flirting rather than flat out asking for sex. By being indirect rather than direct.

The equivalent of the pickup community (or 'game') for women might be the cosmetic and beauty industry. They both cater to the instinctive nature of the opposite sex. One is direct (beauty, cosmetics, appearance, etc.), and the other is indirect (pickup, game, etc.).

Men prefer direct and factual communication, and women prefer indirect, emotional communication. This is the key to flirting. Flirting is indirect and emotional. Flirting is letting her know that you're sexually interested, but indirectly rather than directly. Playfully.

The key to communicating and interacting with women is through indirect, emotional communication. This is what flirting is. Indirect, emotion, fun.

Flirting, as the definition told us, is about playfully behaving as though sexually attracted to someone. There is a 'I love you, I hate you,' rhythm to flirting. A playful push-pull if you will.

Playful conflict breathes life into interactions with women. When you pretend to presume that she wants you and then playfully push her away, you create sexual tension. This playful conflict, play-fighting if you will (like little kids), adds sparks. All of this creates a rollercoaster over the ups and downs of sexual tension. Women love it. Women are emotional creatures, and flirting is the key to initially unlocking them.

The purpose of flirting is to create sexual tension. Once you know how to flirt, it not only becomes much easier, but it becomes enjoyable. A flirtatious interaction with an attractive woman will always more exciting than just a typical mundane conversation.

All in all, the key to flirting is playfulness. Make it clear you're being playful with your facial expressions and tone of voice, and do not flirt for the purpose of eliciting a response. Flirting is about have fun and building sexual tension.

Let's have a look at how.

Using Role Play to Flirt

"The key to attraction is banter. What is banter? It's playful dominance. Banter is play fighting." -- Lance Mason As we discussed, the purpose of flirting is to create polarity, and thus attraction. When we used the example of kids having fun and playing with each other, we noted their use of roleplay. You can

exploit role play in order to create (or rather bring attention to) polarity in your interaction with women.So, what role should you take on?

A dominant one, one that makes the girl feel cute. You take on the masculine role, she takes on the feminine role. You're the man, she's the girl.

Ancient Greek philosopher Aristotle talks about virtue being in between two extremes. He claimed that virtue arose from balance. He referred to this as the 'Golden Mean' (in other words, a perfect balance, or perfect average).

This philosophy is not only applicable to flirtation, but it is essential. There are two extremes:

Some men are far too direct, which fails (such as straight up asking for sex).

Other men are far too indirect and try to make women feel comfortable by being completely neutral and unsexual (as we talked about before).

The key is *balance*.

The 'Golden Mean'.

Don't be sexually neutral, like an afraid nice guy. At the same time, don't be flat out "I want sex," direct. Instead, aim for the 'Golden Mean'. Be sexual, but *indirectly*. In other words, flirt. This is how we create sexual tension and polarity.

Just as batteries require positive and negative charges to create energy, and magnets have positive and negative poles that are attracted to each other, to create attraction and to have a sexually charged interaction, there needs to be polarity. Just as their is in batteries and magnets.

There needs to be distinct masculine and feminine sexual roles to create sexual energy. The ingredient that turns mere play into flirting is the dominant versus petite roleplay.

CONFLICT: The playful storyline that you act out is that you and her don't get along, that there is a tension between the two of you. Conflict and playful fighting. You can do this by criticizing her about something that is

obviously not true (make it clear you are joking).

Comedy arises when something is the opposite of reality, absurd, or contradictory, or if you say something that is the opposite of what was expected. Sexual tension is created when you mix conflict with gender roles.

A great way to create light-hearted conflict is to pretend that you are saving her from *you*. Tell her that a good girl like her shouldn't be dating you and that you're the kind of guy her mother warned her about. In addition to creating some playful conflict, doing this makes you seem fun and dangerous.

SELECTOR: Most of the time, women are the ones being hit on. More men hit on women than women hit on men. As a result, women, especially beautiful women, become picky and adopt the role where she is the selector and men are the selectee. Guys try and impress women so that women might select them.

Flip these roles upside down. Turn the tables.

You become the picky one who isn't completely sure about her yet. She is the selectee, and she is the one who wants you. You can jokingly tease her for trying to impress you and seduce you.

Imagine you're the man that all women want, and as a result, you always have women trying to hit on you and get with you. You're the male equivalent of a hot woman, and she just becomes one of the countless 'guys' trying to seduce you, attract you, and pick you up.

You see everything she does as cute, amusing or a sign that she is chasing you, pursuing you and trying to seduce you.

You frame the interaction as if she is the one chasing you.

Jokingly accuse women of doing everything they don't want guys to do to them. Obvious pickup lines, treating you like a mindless piece of meat, trying to get you drunk in order to take advantage of you, and so on. Your accusations are more effective the more unlikely and absurd they are.

Humour is especially important when adopting the role of the selector.

As with anything when flirting, if you come across as being serious rather than playful, you will seem arrogant and not funny. The key here is mixing a cocky attitude (i.e. you are the selector and she is trying to seduce you) with humour, playfulness and fun. In other words, be cocky *and* funny.

If you are only cocky and arrogant, it's unattractive, and if you are only funny, you end up just being like a friend because there is no sexual tension being created.

By playing the character of the selector, by playing the high-status male and pretending that she is chasing you, you create a masculine-feminine sexual charge. You create attraction. You're just like kids playing in a sandbox, but with that extra spice and masculine-feminine sexual undertones.

The underlying theme of this role playing and flirting is *playful dominance*. You play the role of a high-status male who has lots of girls chasing after him. You pretend your target is just another girl, one more girl chasing after you, so you've got to push her away.

However, on that note, do not only push her away. Push *and* pull.

The idea of playful dominance brings us to the next flirty role playing technique you can use.

AUTHORITY FIGURE: You can also imagine and pretend that you are an authority figure. For example, you could be the school principal giving her a detention, a recruiter who decides to hire her, a policeman, doctor, or whoever.

The annoying things parents and teachers told you as a kid can work great, too. Playfully tell her she's in big trouble or she's starting to get on your nerves or that she's just earned herself a detention.

Once again, the key here is to make the interaction playful and fun. This will not work if you seem dead serious.

In each of these roles, you are pretending to be another character. The character that you take on is the dominant one and the girl is smaller than you. You're fighting with her and pushing her away because she's chasing after you. There is also some sort of conflict between the two of you or some sort of

negative thing going on.

But in the end, it's all just fun and games. You're just messing around and having fun. It's banter.

It's flirting.

Some additional tips:

To avoid coming across as awkward or too serious, touch and smile when you flirt. It lets you get away with just about anything. Touching and smiling communicates warmth and friendliness. When you combine touch and smiling with words of conflict, women will know that in reality, you are being warm, not mean.

Timing

A key to flirting is to initiate it at the very beginning of an interaction. The seduction community often advises that you start flirting within the first five seconds of talking to a woman you are attracted to. Yes, that's right: the first five seconds. They say it should be the second thing you say after introducing yourself (or whatever it is that you say to her first).

They have a point.

Consider this: you've been talking to a woman for twenty minutes and having a great conversation, and then, out of the blue, you start flirting with her.

What's going to happen?

She is almost certainly going to be weirded out and reject your advances. You've already put yourself in the friend zone.

However, if you began lightly flirting with this woman right off the bat, she knows your intentions right from the very beginning, and you can continue escalating with her sexually all the way to the bedroom.

So, the key is to begin flirting right at the beginning of the interaction. This way, you make your intentions clear and she won't be unpleasantly surprised (and thus probably reject your advances) when you begin flirting later

on.

Keep in Mind

It is important to keep in mind that flirting is *not* about trying to remember lines, techniques and strategies. There is a lot of information out there that will only serve to weigh you down and chain you to a persona that is really not you.

It is most important to be yourself.

If you pretend to be a joking, jovial, flirty guy, you will give women a false impression of you which can cause problems later on. While it is a good idea to have some level of playfulness in your interactions with women, it will not serve you well in the long run if you try and be someone who you are not.

Adjusting things a bit and tailoring a style of humor and flirting which you are comfortable with will work many times better than trying different tricks and repeating lines from the internet that are incongruent with your true self.

Also keep in mind that, as we talked about earlier in this book, it is your intent (which women can sense), and subsequent sub-communication, that is more important than what you actually say.

Below I have an example of two different types of men to help you understand this point.

Person 1: A truly confident man who is clear with his intentions and is comfortable being himself. This type of person is confident and is just out to enjoy himself and have fun. Life's short, after all.

He may crack some wry jokes for his own self-amusement.

He may playfully tease women because he enjoys it.

Or this type of person may not be into that sort of stuff and simply do none of that. Instead, he might love getting to know women and building emotional connections.

What matters most it not whether this type of person is more into the

humor or teasing or building deep emotional connections with women. It honestly doesn't matter all that much, just as long as the person stays true to himself. Women are attracted to this type of man because they can sense he is truly confident and is not needy.

Person 2: This type of man lacks confidence but attempts to hide this by putting on a facade of flirtiness and humor by using unoriginal pickup lines, routines and techniques.

Women can generally sense when a man is putting on a false appearance, and they don't find it attractive. It is a sign of insecurity and neediness. This type of man generally only flirts in order to get a reaction from women and to make her like him. He doesn't focus on just having fun.

So there you go.

The difference between these two types of people is that Person 1 is the type of person that is more invested in their own perception of themselves. They are cool, fun, and out to have a good time.

Person 2, on the other hand, bases his actions of feelings of neediness and insecurity.

All in all, you want to be a confident man. You should seek to be comfortable being yourself.

Most importantly, just have fun with women. As we've discussed, a great way to do this is through banter and flirting, but instead of trying to follow strict, rigid pickup routines, just be yourself and act in a way that is relatively natural to you. You will come across as more comfortable, genuine and trustworthy.

10. CONVERSATION

PART 1: Conversing

Statements Not Questions

Avoid getting having to resort to interview mode in order to keep conversations alive by reframing your questions as statements or observations. This allows you to add something to the conversation rather than just requesting information from her. It also encourages people to open up and share more about themselves than if you had just come in with a bunch of questions leaving them feeling interrogated and impinged upon.

By making lots of statements you make people feel as if they are choosing of their own free-will to talk back to you and continue the conversation. While questions demand a response, replying to statements is optional, meaning that when someone does choose to respond, it is a more committed response. In addition, making statements also conveys more confidence than asking questions.

While you might ask questions expecting women to appreciate your interest, women are used to this and will typically just automatically give you the same response they've given a hundred other guys who asked the same question. Interrogation is not seduction.

Friends, family, people in relationships, and generally people who are comfortable with each other and have been around each other for a long time, tend to talk in statement form. They invite others to share without demanding information.

By speaking in statement form, you add value to the interaction rather than suck value from the other person. You also create a feeling of you two being comfortable with each other. By making statements about a girl, you amplify the comfort that the two of you feel. So, instead of asking questions, make open ended statements that lead them to ask you the questions.

Think of how a conversation usually goes when you've just met someone, female or not. Generally you (and probably the other person, too) are

asking lots of questions. Almost the entire conversation comprises of questions and answers.

Now think of what a conversation sounds like when you're with your mates or family. Generally there are not so many questions. You guys just talk to each other. The conversation is mostly statements, stories, jokes, and so on.

By talking in statements, you can create these same feelings of familiarity and comfort with someone you've just met. That is the power of making statements rather than asking questions.

Anytime you're thinking of asking a question, transform it into a statement.

For example, instead of asking "Where are you from?" ask "You don't look like you're from around here, are you European?".

Or, instead of asking "What do you do?" ask "You seem like the creative type, I bet you're into fashion design."

Instead of "Where did you grow up?" say "You don't look like you grew up around here."

And so on.

Although in the first example, the statement ends in a question, the question becomes expressive because you are making assumptions and guesses based on your perception of the girl. These types of statements are stronger, and also facilitate an emotional conversational style rather than lead to an boring interview-style conversation that results when just asking boring, neutral questions.

An added bonus to making statements rather than asking questions is when you are correct.

For example you might say to a girl, "You look like a Jersey Girl," and if you're right, she'll be like "NO WAY! How did you know?" She will become super intrigued and amazed at your perceptiveness. And if you are wrong, she will tell you where she's from anyway, and you still get to avoid a boring interview-style conversation. She might even ask why you thought what you did,

which can lead into a whole new conversation that she'll love.

Women love to hear opinions about themselves. She will be super interested in hearing about what it was about her that made you guess what you guessed. Tell her what you observe about her. Women love it.

In any situation, making statements always ends up with a much more engaging, interesting and fun conversation. It works wonders.

So start talking in statements, making observations and cold reads, and quit asking questions!

To further drive this point home, imagine if you just asked "Where are you from?" She says "Jersey," and that's it. You probably say "Cool," or something like that, and you've just had the most boring conversation ever. As a result, you will probably try and grasp at another question in order to keep the conversation afloat, resulting in a perpetual vicious cycle.

To talk to women in a way that doesn't bore them, but instead engages them, interests them, intrigues them, and create feelings of comfort and familiarity, talk in statements.

Make observations.

State your opinion about things.

Avoid asking interview style questions by transforming questions into statements.

Topics

There are two Dale Carnegie (the author of 'How to Win Friends and Influence People') quotes that I love.

The first one:

"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."

The second one:

“To be interesting, be interested.”

The first quote is relatively straightforward (and very, very true), while you might find the second one a bit confusing.

What Carnegie is saying in his second quote is that people love talking about themselves. It has been scientifically proven that people rate those that show interest in them and get them talking about themselves more favorably and as more ‘interesting’ than those who do not. In other words, people find those that show interest in them more interesting than those who just talk about themselves.

Rather than trying to impress people by showing off what an amazing and interesting person you are, people will actually think you are more interesting if you take interest in *them*. In other words, “to be interesting, be interested.”

So how does this apply to talking to women? Well, to engage with her emotionally, find out about her, who she is, and what makes her tick. As Dale Carnegie makes clear, everyone’s favorite conversation topic is themselves.

So when you’re with a girl, throw out a cold read and dig in with her response to that. By doing this, you can connect with her as quickly and deeply as possible.

Don’t worry about trying to impress her by bragging or talking about yourself. Just know that you are attractive and high value enough for her. If you believe it, so will she.

By trying to prove what an interesting, cool, high value male you are, you give her the impression that you actually don’t believe it, and so neither will she. Why else would you feel the need to try prove your value or impress her?

Truly high value, confident men don’t need to prove their worth to others. Paradoxically, you when you try to impress women, you do just the opposite. By not actively seeking to impress others, you display confidence, and thus impress effortlessly.

So what do you talk to women about? Themselves! Don’t talk about yourself in an attempt to impress them, just get to know them and let the conversation flow naturally.

Good topics include her early years and childhood memories, as well as future ambitions. Try and get to the essence of who she is -- what is it that makes her tick? What motivates her? What are her passions?

You can also do some cold reads, make some observations about her, things you noticed.

Get her to talk about herself on an emotional level. The focus of the conversation should always be on her, and the main focus of the focus on her should be on her strong emotional topics. This can include her childhood, dreams, goals and aspirations. It can also be things that are currently frustrating her or exciting her in life right now. Sharing strong emotional topics is what makes someone feel deeply bonded and connected to another person. This is how you rapidly get a woman feeling connected to you.

How

We’ve already talked about body language and the extreme importance of conveying calm, confidence and dominance around women, but let's quickly recap on how it applies in conversation.

Don’t speak too quickly, instead, allow yourself to relax and feel at ease.

Speak slowly, like you’re in charge. Feel comfortable speaking slower.

You will find as you relax and take deeper breaths, you’re voice will naturally deepen as you allow yourself to speak from your belly and diaphragm. This is good, women are attracted to deep, strong, masculine voices.

However, don’t mistake speaking slower for speaking in a boring monotone. It is essential that you still speak with enthusiasm -- enthusiasm is contagious -- just don’t show your enthusiasm by speaking at a million miles an hour. Instead, show your passion and enthusiasm with your tone of voice and gestures.

Think of great orators such as Martin Luther King, Jr., Barack Obama,

Franklin D. Roosevelt, John F. Kennedy, and so on. Through only their voices and hand gestures (remember, the actual words you say only account for seven percent of what you actually communicate), they can inspire tremendous confidence and awe.

They can motivate, move people to action and leave millions inspired.

Common in all of these great orators is the fact that they speak slowly. After all, they are incredibly powerful people. They are in no rush.

Speaking slowly also allows people to fully understand what they have said. They speak loudly and clearly, they do not whisper or act meek. They show courage and confidence through their bold body language. They pause for effect. They do not use words such as “um”, “uh”, “ah”, “you know”, and “like”.

I would highly recommend just watching a few great speeches and observing how they convey power and confidence.

Then, incorporate these speaking techniques into your everyday conversation. Speak slower and more deeply, pause for effect every now and then, and use confident body language and gestures to your advantage.

Simply showing that you have confidence in yourself inspires others to have confidence in you. If you show enthusiasm in what you talk about, you will find that your enthusiasm is contagious.

Emanate positive energy, and others will be drawn to you.

Embody masculine traits, and feminine women will be drawn to you and attracted to you.

Add value to your interactions with women (and people in general) by sharing your positive energy. Have a good vibe.

Feelings

Connecting with women and building comfort has nothing to do with what you are talking about. Most men think that to make women comfortable they have to talk more, talk about different things or find things in common.

Emotional connection has isn't built on talking. It is built on feelings. The feelings behind what you are talking about.

Instead of simply skimming across the surface and asking women about basic things such as what university she went to or why she moved some place, go past that and dig down into the feelings and emotions. Ask her how she *felt* about her university experience, or whether that experience influenced who she is and her life direction.

For example, instead of simply asking a girl about her brothers and sisters, ask her about her relationships with her brothers and sisters and how she feels those relationships influence who she is.

Or, if, for example, she is a doctor or surgeon, don't just go, "Oh, you're a doctor, that must be really long hours?" Instead, delve into the emotion and feelings.

Women are, after all, emotional creatures, far more so than men. Women are feminine, so understand this and use it to your advantage by exploring her emotions and feelings in order to build an emotional connection with her.

In the doctor example, ask what motivates her to sacrifice so much for others, or how it feels to save someone's life.

Ask women what their biggest achievement or mistake in life has been. What would she do if she only had one week to live?

To help build an emotional connection with women and encourage them to open up, share something deep and personal about yourself first. Instead of simply grilling her on her life's dreams and ambitions, take charge, show leadership, share yours first, and she'll follow.

Speak about feelings, not facts. Look for the emotion underneath the facts and relate those feelings to your own feelings. Get her to open up by opening up yourself. This is a form of leading and will create genuine attraction.

A great way to keep conversation interesting is to draw emotions out of the woman you are talking to. As we've discussed before, women love feeling emotions. This is why topics such as childhood memories, travelling and music

are great for small talk. Topics such as these tend to lead women into an emotional state, and when both of you are in a highly charged emotional state, it is much easier to connect.

Recap

1. Remove words such as “um”, “uh”, “ah”, “you know”, and “like” from your vocabulary.

2. Focus on using statements (as we talked about before).

3. Avoid questions. Instead, use cold reads by saying such things as “You seem creative, I bet you’re job is interesting,” and so on. In other words, don’t ask the question you want to know, but make a mild prediction. We discussed all the benefits of doing this earlier. The only thing people love more than talking about themselves is hearing about themselves.

4. Get to know the woman you’re talking to. Remember, “to be interesting, be interested.” Don’t try and impress her, you will come across as needy and insecure. Instead, allow her to try to impress you!

5. Instead of attempting to keep interactions afloat by throwing out generic, value sucking questions, add something interesting to the interaction by commenting about something or making an observation.

6. Conversation skills are basically being able to cold read, create threads from statements and make the most of linking ideas to continue the conversation (i.e. jumping-off).

7. If you tell a story or anecdote, give it structure. Make sure it has a set-up, where you introduce things and set the scene. Then make sure it has conflict, or a ‘climax’, or at least a bit where there is tension or uncertainty that makes the story engaging. Then, finally have a resolution, just a little sentence where you finish it up. Don’t leave the story awkwardly hanging there and the other person wondering whether you are

finished telling it or not.

8. There are three steps to making a connection. First, you need to be open (i.e. make yourself vulnerable). Second, allow her to open up (you opening up encourages her to open up and be vulnerable herself). Third, relate to her experience.

9. Get her talking about herself and emotional topics. Topics include her passions, dreams, ambitions and life goals. Also her best and worst experiences and her favourite activities, as well as her upbringing and childhood.

PART 2: Fun Feelings

Girls Just Want to Have Fun!

Women are emotional creatures and they love to hang around guys who arouse their emotions in a positive way. They tend to be found around guys with an exciting, fun vibe. This is why women love (even though they may say otherwise) unpredictability, as we discussed earlier on in the book.

If you are a fun guy to be around, women will stick around. If you give off the appearance of being boring and awkward, women won't want to hang around.

Fun doesn't always mean 'fun' in the way that you might think of the word. Bad boys, for example, by their very nature, tend to cause of a lot of drama and have a lot going on in their lives. This excitement draws women in. It is like their soap operas or dramatic romance novels have come true!

So, really, it's not so much about being fun as it is about not being boring. Be exciting.

Words don't matter to women as much as emotion. It is not what you've said that women remember once a conversation is over, but how you made them feel. It is not so much about what you say, but how you say it.

After all, your nonverbals are responsible for 93 percent of what you communicate.

If you walk into a bar or party, and scan the room, you can immediately see who's having fun, who's confident, who looks like they'd be interesting, and who doesn't. You can't even hear what they're saying, but you can come to those conclusions nonetheless. That is the power of nonverbals, and you can use this power to make women feel great around you.

Men aim for status. They want to have value. What they don't realise, however, is that (in the eyes of a woman, at least) a man's value is defined by her experience around him.

Add value to the interaction by being fun and playful. Women need to laugh and play. They need to feel positive feelings. These are the feelings of love, and, at the heart of it all, women want to give and receive love.

Pickup Artist Mystery once said that the three things girls look for most in a man is a great smile, to be made to laugh, and to feel a connection. Nothing could be truer. Those three things have both flirtatiousness and emotional connection at their core.

In addition to flirting and building an emotional connection, it is important to have a good, fun vibe.

Smile, have lots of positive energy, and make her laugh by bantering with her. If you want, you can even have conversation games.

However, don't get caught in the trap of becoming a clown. Just remember that you're not auditioning to be her personal comedian.

Be fun, not funny (at least not all the time). Women are attracted to guys who are exciting. Instead of concentrating on having the funniest jokes, concentrate on showing her the most excitement and enjoyment.

Just smile, be fun, make her laugh and create a connection. It's really that simple. Take the lead, and get her feeling good.

Do you want to know the secret to attracting women?

Simple.

It is how you make her feel. If you make her feel good, she will be drawn to you. Make her feel icky, and just the opposite will occur. Having positive energy is the equivalent of male cleavage.

I've said this more times than I care to count, but I'll say it again. Women are emotional creatures. It is how you make them *feel* that creates attraction.

How do you use this to create immediate attraction?

By playfully fighting with her. Pretend to push her away like she's hitting on you and you are the prize (rather than her, as we've talked about before). You're the dominant, masculine man and she is the cute, feminine girl.

However, this is all playful, and so you have to create ups and downs (i.e. pushes and pulls) for the ride to be fun and for her to have a good time.

Give her a little appreciation -- if you only push her away, you might push her away completely. You need to mix in the playful fighting with a little appreciation, such as "You seem really cool," or "I like your style."

Be interested in her, be curious. Listen to her and get a sense of her body language and be attuned to how she is feeling. When you find out something cool about her, let her know and show some genuine appreciation.

However, make sure you only qualify her on something about her as a person, not her looks (at least until you get her into bed). Show her that you appreciate her as a person, and be specific about the qualities that you like (be honest).

Also stemming from the idea that 'girls just want to have fun' is to just be positive. Nobody wants to be around someone is is depressing and negative.

Do people like being around cynical whiners and complainers?

No.

People are instead drawn those who are positive and optimistic.

As we've talked about before, to create lasting attraction, you need to share yourself, however, share stuff that is positive. Don't complain or put yourself down. Speak with enthusiasm, it's contagious. Speak in a way that makes her feel positive feelings. Be a guy who is fun to be around. Girls just want to have fun, and so they hang around guys who provide that excitement they so desire.

However, do not spend all your time trying to be fun if you could instead be escalating the interaction towards intimacy. Always try to 'move fast' with women. Escalate, escalate, escalate. In other words, if you can get her to bed, just do it.

Don’t go out of your way trying to make sure women have a good time, rather, just be guy who is fun to be around.

Don’t give women fun at your own expense. That sort of behavior is needy and insecure because you are placing her desires above your own.

Instead, just ‘be music’...

Be Music

Think of music.

What does it do?

It just plays and plays and plays. If you’re at a club, it plays whether there are people there or not. Music doesn’t care what people think of it. Music just is what it is and it plays regardless of what is happening around it.

Music just plays.

Music makes people dance, but the dancers don’t make the music play. Music is not looking for a reaction, it just offers value without expecting anything in return.

Be music!

Tell a story, share an opinion, talk about whatever you feel like talking about. Just put it out there. Put yourself out there. And just like music, if they like it, great, if they don’t, great. Either way, it doesn’t matter.

Do you, do you loud, and keep doing you. Over and over and over again. Just keep talking in a way that amuses yourself and makes it fun for you.

This doesn’t mean that only you talk, and you don’t allow women to say anything.

No. That is stupid. However, the idea is to just be yourself. Have lots and lots of fun and just offer women a great experience rather than trying to trick them into liking you by attempting to manipulate their emotions. Speak about your ideas without inhibition, and like music, expect nothing in return.

By ‘being music’, you add value to the conversation. For example, instead of simply replying with one word, for example, “Yes,” repeat parts of what she said, add the word ‘and’ (or ‘because’), and say whatever comes to your mind. The structure looks like this: Yes [repeat parts of what she said] and [say whatever comes to your mind].

By doing this, you make sure you add new information to the conversation. You add value. You add something to the conversation rather than just suck value.

If you simply agree with whatever she said, or just reply with one word, it makes it very difficult for her to keep on talking and continue the conversation. When you add new information to the interaction, it becomes so much easier to continue the conversation.

Also, to add emotion (or simply add more value) to the conversation, use the word ‘because’ as much as you can. So for example, instead of simply saying you like something or want to do something, say that you like (or want to do) something *because*… and explain why. By simply using the word ‘because’ more, you can build an emotional connection much quicker.

PART 3: Be True to Yourself

Don’t Hide

Be yourself, and don’t pretend to be someone who you are not. Don’t hide your identity and don’t be afraid of talking about whatever you’re passionate about.

As we discussed earlier, it is also important to not be shy about your intentions. If you don’t say something that lets her know how you view her, you run the risk of ending up in the friend zone.

A quote by dating coach Mark Manson sums up the benefits of being comfortable with your intentions. Here it is:

"The biggest aphrodisiac in the world is someone who likes you and isn’t afraid to show it."

So make your intentions clear!

While it is important to be clear that you view her in a sexual way, and are not simply looking to be friends, it is also important to not overly compliment her looks or body (including eyes). Instead, it is better to refrain from this until you’ve taken her to bed. If you want to show appreciation, compliment her on her as a person instead.

Staying true to yourself is also the best long-term strategy. You not only come across as natural, authentic and confident, but you attract the right type of women, too.

Women are attracted to their feeling about you, and the way you attract a woman determines your relationship. For example, that feeling can be elicited by such things as teasing, dominance, expressing passions, and so on. If you attract a woman by teasing, she is likely to tease you later on.

In this case, if you are not being your genuine self and are only teasing a woman to attract her, you end up attracting a girl who isn’t going to fit your

personality in the long run.

As we've discussed before, you also don't have to be funny to be attractive. So by not being yourself, you only end up shooting yourself in the foot. While putting on a facade may or may not work in the short term, it is guaranteed to not work if you are seeking more than just a one-night stand.

Being true to yourself also involved realising that when you first meet a woman, no matter how attractive, she is just a stranger. In other words, don't be needy. You don't even know her!

Don't try and 'wow' her or impress her.

Don't seek out reactions from her.

Be comfortable with yourself, and simply get to know the attractive stranger that you've approached. Neediness is the biggest turn off for women, and by trying to impress her, you display incredible neediness. So, stop being needy!

Finally, here is a quote from a great article by AskMen. This quote best sums up why it is so important to not hide, and to simply open up and be yourself.

"In order to get the ending right -- to finally find that great woman you could spend eternity with, or at least happily ever after for two years -- you need to find someone who likes you (and is dating you) for who you are instead of liking you for who they think you are.

"You need to stop worrying about if she likes you, and you need to flip the switch and the power. You need to think: Do you like her? Is she somebody you can hang with? Is she somebody you can envision going on vacation with? Is she somebody you'd like to wake up with in the morning? Is she sexually compatible with you? Do you like the way she moves? Do you like the way she talks? Do you like the way she takes care of herself? And most important, are you able to be 100 percent authentic in front of her? Are you being yourself, or are you just being a version of yourself in order to get her to like you?"

So, don't hide!

What You Want

Another important aspect of staying true to yourself is being true to your desires.

Do what you want.

We've talked about the importance of leadership and dominance when it comes to attracting women earlier on in this book, and a great way to show these attractive masculine traits is to simply do what you want. When you are in the initial stages of interacting with a new woman, this will mean talking about what you want to talk about (if you're not getting to know her better, remember: women love talk about themselves… "to be interesting, be interested…").

This links into an important concept when it comes to attraction, and that is *breaking rapport.*

Breaking rapport is key to creating attraction and being a bit of a challenge. However, it is also important to do it without pushing the girl so hard that she simply gives up and goes away.

By breaking rapport, you immediately set yourself apart from all the other guys. Where most guys go wrong is that once they gather the courage to talk to a hot girl, they straight away either try and impress her by showing off and bragging about how excellent they are, or enter super nice guy mode where they 'kiss her ass' and try to force an immediate connection. By doing either of things these, as most men do, they lose out straight away.

Aiming to impress indicates a lack of confidence. It reveals feelings of inadequacy. Consequently, rather than coming across as impressive and high value, bragging actually comes across as unimpressive and low value.

Attempting to force an immediate connection comes across as boring -- almost all guys leap at any chance to create immediate rapport. Hot women see it all the time.

If a guy simply agrees with everything a woman says and falsely loves everything she likes, all just to get closer to her, it becomes obvious to women that the guy has no value or personality. Women, especially attractive ones, will

see through it very quickly. It becomes obvious to them that you are purposely trying to create rapport based on nothing other than the fact that she is attractive.

Liking everything, agreeing with everything and lacking any personality or opinions of your own is incredibly boring for women. All high value, strong, dominant, confident, masculine men have substance. Don't be afraid to share your opinions -- even if she doesn't like it, you can playfully tease her and disqualify her (e.g. "we could never be together" or "that's it, we're getting divorced, you keep the cat").

Instead of falling prey to these mistakes made by the majority of men, what you need to start doing is breaking rapport with her. In other words, don't be afraid to be yourself!

You can also playfully break rapport.

She might say that she likes or hates something, and you say that you have the opposite opinion and give a funny reason why. For example, she might say that she hates McDonald's, and you can say "I LOVE McDonalds! They have the healthiest food on the planet."

Or she might say that she would like to live in New York, and you could playfully joke that you think the best place for her would be in Africa, because she would fit right in with all the crocodiles and monkeys.

By breaking rapport, you don't just create an opportunity to flirt and have fun, but you can also take the lead, be dominant, and talk about what you want to talk about.

If she is talking about something that bores you to death, don't just be a nice guy and nod your head and agree with everything. Instead, change the topic to something that interests you, or share an opinion. Do whatever *you* want to do. Don't be afraid to be your true self, and don't be afraid to let her know why you want to change topics and talk about something else (i.e. break rapport).

If something doesn't interest you, let her know and guide the interaction in a new direction. By doing this, you indicate a whole array or attractive qualities including leadership and confidence.

So, don’t be afraid to break rapport. Be true to yourself, have fun, and do (or talk about) what you want.

11. GETTING PHYSICAL

Getting physical with women quickly and comfortably is one of *the* most important things to do to create attraction. It is the difference between finding yourself constantly friendzoned and having lots of attractive dates and girlfriends. It is also something that most men who fail with women never do because they lack confidence and are too shy and hesitant to “make moves”. These are the types of guys who, if they are lucky enough to score a date, can’t build up the courage to kiss the girl even after several dates.

Then there are the guys who are successful with women (even if they don’t realise why). They simply can’t keep their hands off the woman. They aren’t afraid to touch her when making a point, lightly brush her cheek, move a strand of hair out of her face, play fight, stroke her hair, her thigh, put their arm around her, give her a hug, play with her hand, stroke her palm, and so on.

These guys not only confidently do this with ease (i.e. not awkward or weird), but they are constantly escalating. They start small, and gradually keep escalating, all the way to the bedroom.

The power of touch cannot be understated.

There really is that much difference between the guys who use touch when interacting with beautiful women, and the guys who don’t.

To be successful with women, don’t be afraid of “making moves.” Be a sexually aggressive and dominant man who has no shame. This is how women want you to be.

By being physically aggressive you make her comfortable with being touched by you right off the bat, rather than not ever touching her and then freaking her out when you randomly try and kiss her out of the blue.

You also come across as more dominant and trustworthy. People who touch others when interacting are viewed as more dominant, which is why all politicians and businessmen touch people on the arm and shake their hand when greeting them -- sometimes even with both hands. Studies also make it clear that people have think more favorably of and trust quicker people who touch them when they first meet. The hormone oxytocin, responsible for creating feelings of trust and connection, is also released when people do things that involve touch, such as hugging and hand holding.

The key to successfully using touch when interacting with women is to gradually escalate.

Start small, then work your way to the bedroom.

When you first meet a girl and go up to start a conversation, lightly touch her on the arm (just a small tap) near the elbow or shoulder. During conversation you can use your touching to emphasize things, make points, or highlight emotion (such as if she's laughing at a clever joke you've told her).

You can also integrate physicality into your conversation by being playful. You could high five her, have a game of thumb wars, twirl her like a ballerina, and so on.

Although you start out relatively small, you gradually build up over time. This is important as you don't want to start out touching her intimately when you've only just met her. That would be perceived as weird and a bit creepy as she does not feel comfortable around you just yet.

The idea is to gradually build up, like the analogy of the frog in the hot water.

If you put a frog in a pot of hot water, it will jump straight back out. However, if you put it in a pot of cool water, and slowly boil it, the frog will not notice until it is too late and he is boiled.

Similarly, as the conversation goes on and the better things get, the more you should be touching and the more personal the touches should be. When you first approach a girl, you may touch her on the arm, but half an hour later if she's attracted and you're having a deep conversation, you may have your arm around her with her leaning into you, or your hand on her thigh. The idea is to always be escalating physically.

Don't be afraid of getting more physically intimate.

You can also combine flirting with touch by using the 'push pull' method to playfully tease her. You might playfully disqualify her and then give her a hug. Or you might tell her she is too cute for you to handle and lightly shove her away from you.

Just have fun and don't be afraid to touch her -- touch is essential to creating attraction and its power cannot be overstated.

CONCLUSION

With women, confidence is everything.

Everything that women find attractive in a man flows from confidence.

Women want strong, dominant, confident men who do whatever the hell they want. Some might label these men ‘assholes’ or ‘jerks’ because they do not conform to the construct of the societally celebrated wimpy nice guy who seeks to please and be approved by others at his own expense.

Regardless of any unappealing labels that might be thrown their way, women are intensely and instinctively attracted to such men.

So take note of these so-called ‘assholes’ and ‘jerks,’ and imitate the core of what makes them so irresistibly appealing to women: the attitude. The mindset.

Have the confidence to be YOU. Be shameless about who you are and have the guts to do whatever the hell it is you want.

You thinking about doing something, but are scared of what others might think?

Who cares! It only matters what *you* think. Be more invested in your own perception of yourself than other’s perceptions of you.

Do you, and do you well. Be yourself, and be proud of being yourself.

Be manly, have fun, and care not one bit about the thoughts of others.

This is the type of man that women are attracted to. A man who is shamelessly himself, who has fun, lives every moment as though it were his last, and who simply loves being himself.

The type of man that drives women crazy with lust is…

- **Masculine**. He doesn't let society feminize him and turn him into a wimp. He is a man, and it shows.

- **Confident**. He gives zero f**ks. He has the confidence to do what *he* wants, not what he thinks society, women, or anyone else might want him to do.

- **A leader**. He knows what he wants out of life, day-to-day situations, and women, and he makes sure he gets it. He is decisive and takes charge in situations. He takes responsibility.

- **Preselected**. Because of all of these sexy qualities, he has women all over him. Lucky for him, all these women only help attract even more women. It is a never ending upwards cycle for him.

- **Challenging**. He doesn't try suck up to women. He isn't a wussy wimp. He doesn't kiss their ass. He doesn't subordinate himself to beautiful women. He says and does what he wants. As a result of all this, he can be a bit of a challenge for women. Women find this incredibly attractive.

- **Unpredictable**. He is spontaneous. If he feels like doing something, he just does it. He also has his own life and commitments, and so isn't always available for women 24/7. Unpredictability is exciting, and feminine women, being the emotional beings that they are, *love* this.

- **Not highly invested**. He doesn't spend much (or any) money on women he barely knows, he won't clear his entire schedule at a woman's whim. He is not emotionally attached to women, he is not needy, and he is not clingy. He is respected by women for the powerful man he is, like an

emperor rather than a grandfather.

- **The embodiment of sexy body language**. Everything about this type of man is masculine and sexy. He moves and talks slowly and deliberately. His voice is relaxed, yet loud, clear, deep and resonant. His posture is perfect and his body language open, confident and inviting.

- **Flirtatious**. He has fun playfully teasing women, bantering and role playing. He loves to mess around and have fun with women, and as we know, women love this because 'girls just want to have fun'!

- **Able to connect deeply**. He is a great conversationalist and is able to talk to women emotionally. Rather than just skimming the surface of topics and conversing with women as though it were an interview, he instead is able to deeply connect with women. He can get to the core of who they truly are, what motivates them, and how they *feel* about things.

- **Physical**. He simply can't keep his hands off women. He isn't afraid to physically escalate interactions with women, starting small, but gradually escalating physically all the way to the bedroom.

Be this type of man and success with women will be inevitable.

All of this will not happen overnight, but with practice and persistence, you will be able to become a more confident, sexy, truer version of yourself.

Just remember, confidence is key. From confidence, everything else that women find instinctively attractive flows naturally.

Here is a quote that I want to leave you with.

"Confidence is the fucking key to everything.

"It's also the key to fucking everything."

Good luck.